

TESTING THE THEORY OF CONSUMER INTEREST

An Undergraduate Research Scholars Thesis

by

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ABSTRACT

Testing the theory of consumer interest. (May 2014)

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The purpose of this study was to identify elements of the theory of consumer interest, as described by Geller (2011), and the levels of which they appear in television commercials viewed by participants born in the Millennial generation. A total of 35 variables were described in Geller's (2011) description of the theory of consumer interest, which were divided into 11 elements: sex, achievement, fantasy, outrage, spectacle, humor, rescue, injustice, money, patriotism and scandal. The participant-rated presence scores for each independent variable will serve as the dependent variable. For the purposes of this study, presence will be defined by two criteria: When more than one individual indicates a specific element exists in the commercial and the respective element has an associated mean rating score equal to or greater than 3 on a 5-point scale.

ACKNOWLEDGMENTS

We would like to acknowledge our research advisor Dr. Billy McKim. This study would not have been possible without his guidance, dedication and patience. We appreciate every meeting, both scheduled and unscheduled, in which he has taken the time to teach us new concepts, constructively criticize our work and allow us to vent our frustrations.

CHAPTER I

INTRODUCTION

Consumer interest in an event, product, or service

The theory of consumer interest is widely used and promoted by radio broadcasters. Often, they rely on the factors associated with the theory to plan and implement promotions and campaigns (Geller, 2011). Commonly referred to by the acronym SAFO SHRIMPS, the interest factors associated with the theory of consumer interest are sex, achievement, fantasy, outrage, spectacle, humor, rescue, injustice, money, patriotism, and scandal (Geller, 2011).

Despite its widespread adoption (Geller, 2011), the theory of consumer interest has no apparent empirical studies in which the associated factors have been tested or investigated. Further, a thorough review of literature revealed the author of this theory to be Doug Harris. However, it should be noted that there are few sources of literature on the theory of consumer interest, which suggests the theory might be anecdotal, rather than empirical. Therefore, it is unknown whether the factors associated with the theory of consumer interest actually stimulate or increase consumer interests or if there is a hierarchy among the factors.

Similar studies have focused on radio advertisements as well as online video advertisements. For example, Teixeira, Wedel, and Pieters (2012) conducted a study on how advertisers can leverage emotion and attention to engage consumers in watching Internet video advertisements. Although the study used visual advertisements, little emphasis was put on specific emotions rather than

evoking emotions in general. In contrast, we utilized a consumer interest model in which specific emotions are classified under the 11 categories of the acronym SAFO SHRIMPS.

Understanding which factors of advertisements stimulate consumers' interest in an event, product, or service is important to both advertisers and media practitioners. Moreover, developing an empirical understanding of TCI will fill a notable void in the literature and, perhaps, increase the effectiveness of advertisements. Additionally, the noted generational divides between Baby Boomers, Generation X, and Millennials may further affect the effectiveness of media-based advertisements.

As advertisers increasingly seek greater communication effectiveness, more careful consideration needs to be given to the selection of the type of advertising appeal used for each target group (Ruiz & Sicilia, 2004). Most previous studies have looked for the global factors affecting the overall salience of promotion and have not been particularly concerned with the impact of audience targeting (Eastman & Bolls, 2000).

Statement of purpose

The purpose of this study was to identify elements of TCI, as described by Geller (2011), in television commercials viewed by individuals of the Millennial generation. A total of 33 independent variables were described in Geller's (2011) description of TCI, which were divided into 11 elements: sex, achievement, fantasy, outrage, spectacle, humor, rescue, injustice, money, patriotism and scandal. The participant-rated presence scores for each independent variable will serve as the dependent variable. For the purposes of this study, presence will be defined by two

criteria: When more than one individual indicates a specific element exists in the commercial and the respective element has an associated mean rating score equal to or greater than three on a 5-point scale.

Organization of the study

This chapter has presented the research problem, studies that have addressed the problem, deficiencies in those studies, the significance of the study for particular audiences and the purpose statement. Chapter two contains a review of selected literature relevant to the study. Chapter three describes the methods and research design used in collecting the data. Chapter four presents descriptions analyses of the data collected. Chapter five is comprised of a summary of the conclusions, implications of the study and recommendations for future research.

CHAPTER II

LITERATURE REVIEW

Previous studies

An in-depth review of literature on various websites resulted in only one article regarding the theory of consumer interest (SAFO SHRIMPS). In an undergraduate thesis by Pivoňka (2010), he explored and applied TCI to local radio stations in Czech Republic. To our understanding, there are no obvious studies investigating TCI in the United States. Further, there are no known studies in which TCI is applied to television advertising. Therefore, this study may be the first study in which TCI will be applied to television advertisements.

Previous studies (Churchill & Moschis, 1979; Richins, 1987) noted a positive correlation between media use and effectiveness of advertisements; more specifically, as the use of media increases, the effectiveness of advertisements positively increases (Okazaki, 2011). These studies, however, do not include the Millennial generation. Researching the influence of this group may lead to an increased understanding of why Millennials consume large amounts of media. Also, Millennials tend to be more proficient in technologies as compared to other generations, such as Generation X and Baby Boomers. According to Nielsen (2012) and Nielsen and NM Incite (2012), the latest census reports that Americans 18-34 years of age represent 23 percent of the U.S. population, yet they represent an outsized portion of consumers watching online commercial (27%), visiting social networking/blog sites (27%), owning tablets (33%) and using a smartphone (39%). Furthermore, Millennials' media consumption may cause this group to have greater influence over other generations.

Theoretical framework

Bandura's social cognitive theory is one of the most highly influential and widely celebrated theories in the field of social psychology (Pajares et al., 2009). Bandura (2001) described social cognitive theory as an agentic conceptual framework within which to analyze the determinants and psychosocial mechanisms through which symbolic communication influences human thought, affect and action. The theory provides researchers with a mechanism to analyze factors that influence consumer's thoughts and actions. These factors fall into three categories described by Bandura (1986) as personal, behavioral and environmental determinates. The determinants are associated in an equal, triadic, reciprocal relationship (Figure 1).

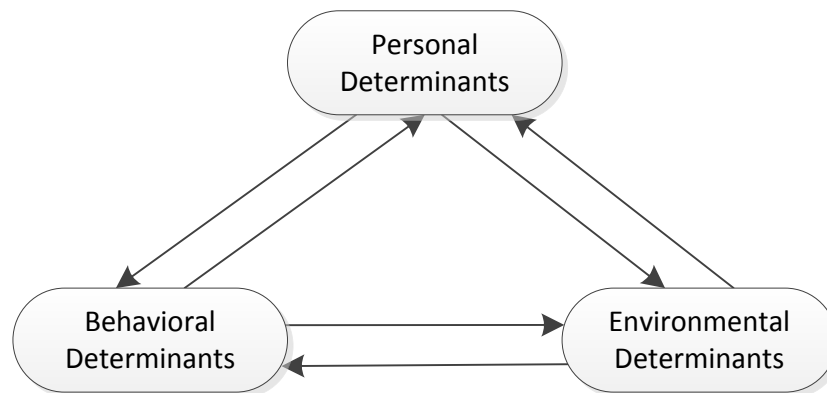


Figure 1. Bandura's Social Cognitive Theory

Personal determinants

People gain understanding of causal relationships and expand their knowledge by operating symbolically on the wealth of information derived from personal and vicarious experiences (Bandura, 2001). For the purpose of this study, we only considered the Millennial generation for person determinants.

Behavioral determinants

Behavior determinants consist of motor responses, verbal responses, and social interactions, all of these factors can be observed. Human behavior is partly determined by the environment (Bandura, 1989). What people think, believe, and feel affects how they behave (Bandura, 1989). For this study, interest was the behavior determinants we investigated.

Environmental determinants

The environment is not a fixed property that impinges upon individuals, but is generally inoperative until it is actualized by the appropriate action (Bandura, 1986). Cognitive factors partly determine which environmental events will be observed, what meaning will be conferred on them, whether they leave any lasting effects, what emotional impact and motivating power they will have, and how the information they convey will be organized for future use (Bandura, 2001). For this study, an individual's consumer interest or stimulus from television commercials was considered for environmental determinants.

Summarizing social cognitive theory

Social cognitive theory is frequently referenced as a framework that might explain the possible effects of patterns of media depictions regarding, for example, sex or race, identified through content analyses (e.g., Aubrey, 2004; Graves, 1999, Mastro & Stern, 2003). According to Bandura (2002), humans are endowed with the capacity to learn from observation. Through observation, individuals can formulate responses to situations in which they may have never directly experienced before. Once learned, individuals can emulate these responses in similar

situations (Bandura, 2002). Vicarious experiences can be gained both in an individual's direct environment and through models observed in media (Bandura, 2002).

Theoretical guidance

The capacity of humans to think abstractly or symbolically positions the media as an important source of information to facilitate observational learning and increase self-efficacy to perform given behaviors (Bandura, 2001). Perceived self-efficacy is defined as people's beliefs about their capabilities to produce designated levels of performance that exercise influence over events that affect their lives. Self-efficacy beliefs determine how people feel, think, motivate themselves and behave (Bandura, 1994). Therefore, social cognitive theory offers a vantage point from which to examine the influence of mediated content on audiences' attitudes and behaviors (Bandura, 2001, 2002, 2004).

As the number of competitors in the television industry swells, the battle for audience attention becomes increasingly aggressive, making it more important to test assumptions about audience behavior that dictate industry practices (Walker & Eastman, 2003). By analysis of how product preference varies as a function of variations in attributes, we can determine which specific product attributes are most influencing a purchase or preference decision without ever directly asking consumers to rationalize, explain, or analyze components of such a decision (Walker & Eastman, 2003).

Outcome variables

Sex: Gellar (2009) described sex using the terms romance, love, and relationships. We chose to omit the term relationships and use the term seduction instead. As researchers, we should be concerned not just with nudity, but with the full range of appeals in which overt sexual imagery is used to evoke sexual responses (Reichert, et al., 2000). Therefore, we used the term seduction because it is a more covert response to sexual imagery.

Achievement: Gellar (2009) referred to achievement as songs in a row and award-winning programming. Due to the problematic nature of transferring this element from radio advertising to visual advertising, we chose the terms determination, successfulness, accomplishment and fulfillment.

Fantasy: Gellar (2009) described this element as contest prizes or an experience with an element of fantasy that cannot be bought. Considering contest prizes aren't typically a part of television advertisements, we chose the terms luxury, pricelessness and imaginative to describe fantasy.

Outrage: This element is described by Gellar (2009) as edgy content, publicity stunts and "shock talk". Again, to transfer this element to television, we used the terms shock, anger, disgust and fury that are typically used in reference to the word outrage.

Spectacle: Gellar (2009) referred to spectacle as giving the audience something they haven't seen before. We chose the terms uniqueness, spectacular and performance to convey "theater of the mind" that Gellar referred to.

Humor: We used the terms funny, amusing and comical to describe humor. Gellar (2009) referred to humor as morning shows, major personalities and comedy bits.

Rescue: In reference to radio, Gellar (2009) describes rescue as blood drives, fundraising efforts and human interest stories. For this study, the terms save, community and heroism were used to describe heroism. We chose these terms to better translate the emotions and feelings surrounding the events Gellar depicted as rescue.

Injustice: Gellar (2009) described injustice as news of the day and bad judgment calls by sports officials in reference to injustice. These two descriptive factors do not transfer the same meaning when applied to a television medium. Therefore, to gain the same sense of injustice as Gellar's terms, we used the terms unfair, unjustness and inequality.

Money: We conveyed the monetary aspect of TCI by using the terms contest, lottery and ability to win. Gellar (2009) describes money as contest prizes and lottery results.

Patriotism: Both Gellar (2009) and we applied patriotism as a pride of affection for one's sports team, country, community of home. This study used terms such as pride, affection and community to define patriotism.

Scandal: This element of TCI is described by Gellar (2009) as gossip and celebrity news. To fit the television aspect of this study, we used the terms shame, unethical and disgrace to convey the same feelings as gossip and celebrity news.

Impact variables

According to Nielsen (2012), Millennials' ownership and use of connected devices makes them incredibly unique consumers, representing both a challenge and opportunity for marketers and content providers alike. Because the Millennial generation is unique in nature, the elements of the consumer interest theory must be adapted to fit their needs, wants and interests. The variables in this study should serve as the foundation in which more specific and targeted variables can be

later developed. Although the variables in this study may not immediately appeal to the Millennial generation, the findings will indicate the direction to follow to find variables that this generation conform to.

Research objectives

The purpose of this study was to identify elements of TCI in television advertisements and describe the levels of TCI elements in television advertisements. Four research objectives guided this study:

1. Identify television commercials with TCI elements
2. Develop measures of TCI elements in television commercials
3. Test the reliability of measures of TCI elements' presence in selected television commercials
4. Describe the presence of TCI elements in selected commercials

CHAPTER III

METHODS

Design

The purpose of this study was to identify the elements of TCI in television advertisements and describe the level at which they appear in television advertisements.

Participant characteristics

The target population for the first segment of this study included students of Texas A&M University. This age group was chosen for this study because of the influence of the Millennial generation. According to Arbitron (2012), of all the present generations, Millennials are the most difficult to understand. Arguably, college students are the next generation of influential people; therefore, investigating the stimulating factors of this generation are pertinent to future marketing endeavors.

Research Objective One

The purpose of research objective one was to identify television commercials depicting TCI elements, using content analysis. “Content analysis is an approach to the analysis of documents and texts that seeks to quantify content in terms of predetermined categories and in a systematic and replicable manner” (Bryman, 2012 p.290). There were several advantages to using a content analysis for this study. Content analyses are transparent and allow future studies to be easily replicated (Bryman, 2012). The procedures used in creating a content analysis results in a study’s

findings being objective (Bryman, 2012). Content analyses also allow a certain amount of longitudinal analysis with virtual ease (Bryman, 2012).

We began by reviewing the components of TCI as described by Geller (2011). Geller described the overarching concepts (SAFO SHRIMPS) and respective elements of each concept as noted in Table 1. Using the description provided by Geller (2011) as a basis of the analysis, we worked separately to identify television commercials that depicted elements representative of TCI concepts. We searched publicly-accessible commercial clips on YouTube. To be considered for the study, the commercial had to be a widely-aired advertisement from the last ten years. Commercials ranged from 30 to 90 seconds. We selected commercials that depicted the criteria noted for each element of the factors associated with TCI.

“Many studies of the mass media entail the specification of a research problem in the form of the representation of *X* in the mass media” (Bryman, 2012, p. 293). For this study, *X* represents the elements in TCI.

Content validity was addressed in two forms: sampling validity and semantic validity. Sampling validity is defined as the degree to which a sample accurately represents the population of phenomena being analyzed (Krippendorff, 2004). Semantic validity is defined as “the degree to which analytical categories accurately describe meanings and uses in the chosen context” (Krippendorff, 2004 p. 318)

Reliability was addressed in the form of an inter-rater agreement. Inter-rater reliability was established as we closely worked together to develop a coding system and discussed each subject or theme as suggested by Krippendorff (2004).

Through the content analysis process, we developed a coding system that allowed us to categorize the commercials into subjects and themes. “Essentially, what is being sought is a categorization of the phenomenon or phenomena of interest” (Bryman, 2012 p. 297). For this study, the phenomena sought after was the elements in TCI.

After this step, we reconciled and established the 33 commercials we used in objective four of the study. The reconciliation process was essentially when we met, analyzed both of the commercial sets we developed individually and narrowed the sets down to one database of 33 commercials. Through this objective, we established inter-coder reliability. This concept is defined as the degree to which two or more individuals agree about the coding of an item (Bryman, 2012).

Research Objective Two

The purpose of research objective two was to develop an instrument that measures TCI elements in television commercials.

We developed a double sided, two-staged scannable instrument using Adobe InDesign (see Appendix A). This instrument served as the coding schedule and coding manual. A coding schedule is a form onto which all the data relating to an item being coded will be entered

(Bryman, 2012). “The schedule is very much a simplification to facilitate the discussion of the principles of coding in content analysis and of the construction of a coding schedule in particular” (Bryman, 2012 p. 298). Alone, a coding schedule provides little information about the coding process. Because of this, we integrated a coding manual into the instrument to explain each element in TCI. The coding manual provided guidance on what each dimension is concerned with and any factors that should be taken into account in deciding how to allocate any particular code to each dimension (Bryman, 2012). For the study, the list of descriptive words that followed each TCI element on the scan form served as the coding manual.

When developing the quantitative instrument, face validity was established by separating the instrument into two units. To ensure a clear set of instructions, the first unit of the instrument was color-coded using a blue box. The first unit contained the 11 elements of TCI and the second unit contained the words that described each TCI element.

Research objective two allowed us to test the inter-rater reliability of the instrument. It was noted in the pilot test in research objective three that each rater was within one or two variables of each other.

In the first section of the instrument, participants were asked to watch a commercial, then immediately complete a two-page questionnaire on their reaction to the clip. The questionnaire was separated into two units: First, each participant chose the element(s) of TCI that most closely applied to the commercial. This unit was indicated by a blue box. The blue box served as a barrier between the first and second units of the questionnaire. The second unit could only be completed on the basis of the first unit being completed. Each element of

TCI was accompanied by three to four descriptive words. For each element chosen in the first unit, the participant then rated each of the descriptive words on a five-point scale based off how recognizable that word was in the commercial.

The second section of the instrument was composed of a semi-structured interview. On a five-point scale, participants were asked to rate each commercial on if they considered the commercial to be either terrible or great. On a separate five-point scale, participants rated their likelihood of reacting to each commercial. After each scale, a section was provided to participants where they could explain their rating choices for each commercial.

When developing the qualitative instrument, face validity was established by having two five-point scales. When interviewing each participant, we clearly asked for them to rate each commercial on a five point scale and then explain their answer.

“It is almost impossible to devise coding manuals that do not entail some interpretation on the part of coders” (Bryman, 2012 p. 306); therefore, we needed to test the reliability of the measuring instrument in objective three.

Research Objective Three

The purpose of the third objective was to pilot test the reliability of the measures of TCI elements’ presence in the selected commercials. Using the instrument developed in objective two, we tested the instrument using 28 Millennial students in a class at Texas A&M University.

We directly administered the pilot test by verbally explaining the purpose of the study and the directions to the participants. We used the double-sided, two-staged scannable instrument to collect participants' responses to commercials after playing each commercial on an iPad (version 4). Once the commercials were chosen, we used commercial sharing software to convert each commercial into the appropriate format to be used on an iPad. We utilized the iTunes software to transfer each commercial onto the iPad devices.

After each participant completed the pilot study, we solicited feedback for the commercials, instructions, and the scannable instrument. This process allowed us to address face validity of the instrument and ensure the adequacy of the commercials selected in objective one. During the pilot test, participants noted that there was not a category for the humor element on the instrument. To compensate for this fault, we verbally asked each participant what element or elements they perceived in each commercial. This allowed us to recognize fault in the instrument and revise it before the final test in objective four.

Pilot test data were manually entered into Microsoft Excel and then imported into SPSS version 21 for data analyses. Measures of internal consistency indicated adequate reliability of the instrument—Cronbach's α coefficients were all greater than 0.70.

Research Objective Four

The purpose of research objective four was to describe the presence of TCI elements in the commercials selected in objective one. After receiving verbal instructions, participants were

asked to view two randomly selected commercials and then complete the quantitative instrument developed through objectives one, two, and three.

In this stage, we added a semi-structured interview that lasted approximately 10 minutes.

Participants were recruited using an intercept method on the Texas A&M campus. Three locations on campus were used to collect data, including an academic building, the memorial student center, and a common area near dormitories. At each location, we asked students if they were willing to participate in a research study. If the student replied with yes, we sat down gave a brief summary of how we were collecting data. The protocol was to not mention the topic of our study. We explained that as a participant they would be asked to watch two commercials and give us their opinion on each afterward.

We began each interview with the quantitative portion of this study. Having the participant hold an iPad, he or she would watch one commercial. After viewing the commercial, the participant would complete the quantitative instrument. Then, the participant would view the second commercial in the same manner and complete a second instrument, identical to the first. Once each participant finished viewing both commercials, we began the semi-structured interview.

While holding the qualitative form, we asked each participant to rate the first commercial he or she viewed on a scale of one to five; one being terrible and five being great. After giving us their rating, we asked each participant to explain the rating he or she assigned the commercial. We also asked the participant to rate their likelihood to react to the commercial on a scale of one to five; one being no reaction and five being a strong reaction. After giving us their rating, we

asked each participant to explain his or her rating. We followed the same method when interviewing the participant about the second commercial.

CHAPTER IV

FINDINGS

The purpose of this study was to identify elements of TCI in television advertisements and describe the levels of TCI elements in television advertisements. Four research objectives guided this study:

1. Identify television commercials with TCI elements
2. Develop measures of TCI elements in television commercials
3. Test the reliability of measures of TCI elements' presence in selected television commercials
4. Describe the presence of TCI elements in selected commercials

For this study, quantitative and qualitative data applied to address both parts of the purpose. We can surmise that the participants were stimulated by TCI elements portrayed in the commercials. A summated depiction of TCI elements in the selected commercials included in this study is presented in Figure 2.

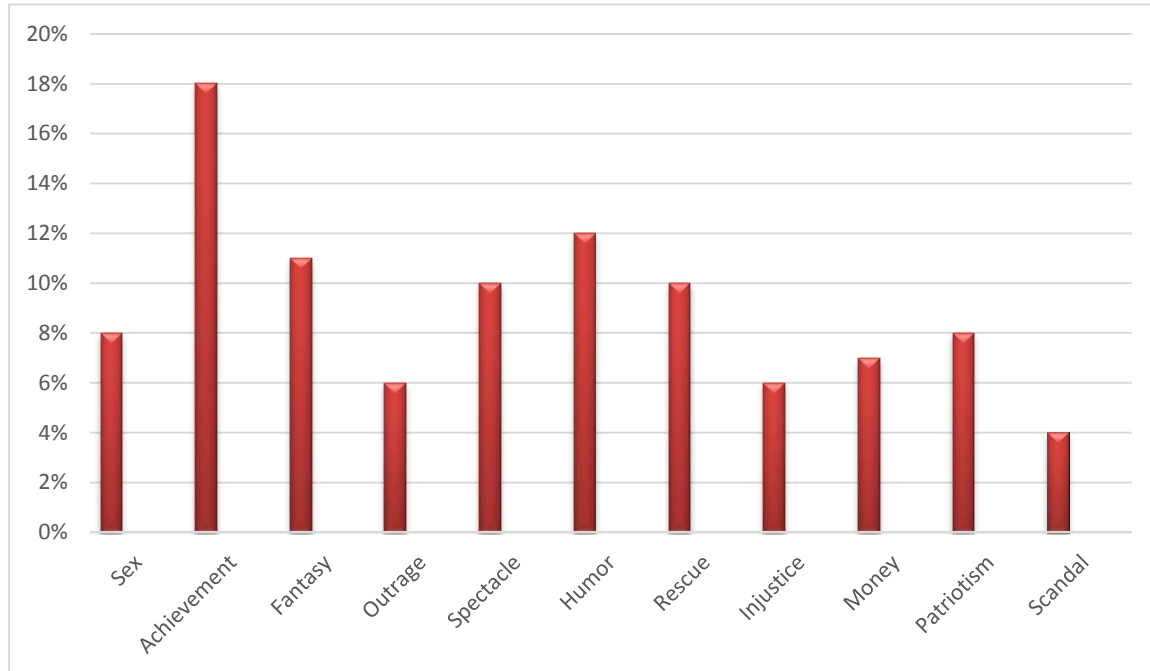


Figure 2. TCI elements present in study's commercials

Overall, the participants noted achievement as the element that was most prominent and scandal as the element that was least prominent (see Figure 2). From both portions of the data, we can surmise that the participants' personal determinants influenced how and what they recognized in the commercials. Using Bandura's (1986) social cognitive theory (Figure 1) as the theoretical framework, it may be suggested that a participant's environment influenced their behavior and the extent as to which each commercial stimulated them.

Research Objective One

The purpose of research objective one was to identify television commercials with TCI elements using a content analysis. Although a content analysis was utilized, there were some disadvantages to this method. Coders must draw upon their everyday knowledge as participants

in a common culture in order to be able to code the material they are confronted with (Bryman, 2012).

For example, in the content analysis we chose a Kraft Zesty Italian dressing commercial to represent the sex element of TCI. One male participant was quoted as saying, “I’ll definitely remember the product, but that doesn’t make me want to go buy it.” When choosing this commercial, we did not anticipate a situation in which a participant reacts to a commercial but is not personally stimulated by it.

Research Objective Two

The purpose of research objective two was to develop measures of TCI elements in television commercials.

In the second objective, we developed a double sided, two-staged scannable instrument. This instrument was used to quantitatively measure TCI elements in the commercials chosen in objective one. The instrument was also used to obtain the only identifiable information from the participants; the last four digits of their university identification number.

Research Objective Three

The third research objective was the stage at which we pilot tested this study. This stage of the study was used to test the reliability of the presence of TCI elements in the commercials selected in objective one. Using the instrument developed in objective two and an iPad (version 4), we tested the study on 28 Millennial college students.

During objective three, we found that the participants supplied better feedback when they physically held the iPad. This allowed us to observe the participant while they were completing the qualitative instrument and take notes that we used to revise the instrument before the final test in objective four.

Additionally, we realized that we did not include the humor element on the quantitative instrument. To compensate for this error, we verbally asked each participant what element or elements they perceived in each commercial. This process helped us develop a qualitative instrument that we used to interview each participant in the final test during objective four.

Research Objective Four

In the final objective of this study, we tested the revised instrument on Millennial participants. This objective was used to describe the presence of TCI elements in the commercials selected in objective one. In this stage of the study, we added a qualitative instrument to the design. On a five-point scalar instrument, participants were asked to rate each commercial on the basis of being terrible or great. On a separate five-point scale, participants rated their likelihood of reacting to each commercial. There was a section after each scale in which we asked the participant to explain the rating of the previous question. The qualitative instrument was implemented through a semi-structured interview. The findings for this study will be presented through a series of tables.

Quantitative results

After analyzing quantitative results, this study confirmed that the Millennial participants students rarely identified only one TCI element in the commercials. Some cases showed that the element we chose a commercial to represent in the content analysis was not the strongest perceived by the participants. Other cases showed multiple elements with a strong presence within certain commercials.

Qualitative results

The qualitative data from the study provided us with the idea that two types of marketing were prominent in the commercials we choose: product marketing and social marketing. Many of the commercials emphasized a certain product, brand or service. In these commercials, the participants immediately recognized the advertiser and connected their perception of the commercial's content with that particular brand.

Summary of the Commercial Findings

In commercial one, four of the eleven elements were noted by participants. Achievement met the criteria because it had a mean of 3.97. Spectacle had a mean of 4.00 but, more participants said that it was not present in the commercial. Although money and patriotism were noted, their mean scores did not meet the criteria because more participants agreed that those elements were not present in the commercial.

Table 1 – Main Body
Commercial 1 Nike. Achieve Greatness

	Yes		No		<i>n</i>	<i>M</i>	<i>SD</i>
	<i>f</i>	%	<i>f</i>	%			
Sex	0	0.0	8	100.0	--	--	--
Love					--	--	--
Romance					--	--	--
Seduction					--	--	--
Achievement	8	100.0	0	0.0	8	3.97	1.05
Determination					8	4.00	1.41
Successfulness					8	3.63	1.19
Accomplishment					8	4.38	1.06
Fulfillment					8	3.88	1.25
Fantasy	0	0.0	8	100.0	--	--	--
Luxury					--	--	--
Pricelessness					--	--	--
Imaginative					--	--	--
Outrage	0	0.0	8	100.0	--	--	--
Shock					--	--	--
Anger					--	--	--
Disgust					--	--	--
Fury					--	--	--
Spectacle	2	25.0	6	75.0	2	4.00	0.94
Uniqueness					2	3.50	2.12
Spectacular					2	3.50	0.07
Performance					2	5.00	0.00
Humor	0	0.0	8	100.0	--	--	--
Funny					--	--	--
Amusing					--	--	--
Comical					--	--	--
Rescue	0	0.0	8	100.0	--	--	--
Save					--	--	--
Community					--	--	--
Heroism					--	--	--
Injustice	0	0.0	8	100.0	--	--	--
Unfair					--	--	--
Unjust					--	--	--
Inequality					--	--	--
Money	1	12.5	7	87.5	1	2.33	2.33
Contest					1	1.00	0.00
Lottery					1	1.00	0.00
Ability to win					1	5.00	0.00
Patriotism	2	25.0	6	75.0	2	2.83	2.12
Pride					2	3.50	2.12
Affection					2	2.50	2.12
Community					2	2.50	2.12
Scandal	0	0.0	8	100.0	--	--	--
Shame					--	--	--
Unethical					--	--	--
Disgrace					--	--	--

In commercial two, four of the eleven elements were noted by participants. Achievement met the criteria because it had a mean of 4.58. Spectacle met the criteria because it had a mean of 4.11. Patriotism met the criteria because it had a mean of 4.67. Although rescue was noted, its mean score did not meet the criteria that determined if an element was present in the commercial because more participants agreed that it was not present in the commercial.

Table 2 – Main Body
Commercial 2 Guinness Wheelchair Basketball

	Yes		No		<i>n</i>	<i>M</i>	<i>SD</i>
	<i>f</i>	%	<i>f</i>	%			
Sex	0	0.0	6	100.0	--	--	--
Love					--	--	--
Romance					--	--	--
Seduction					--	--	--
Achievement	6	100.0	0	0.0	6	4.58	0.52
Determination					6	4.67	0.52
Successfulness					6	4.67	0.52
Accomplishment					6	4.67	0.52
Fulfillment					6	4.33	0.82
Fantasy	0	0.0	6	100.0	--	--	--
Luxury					--	--	--
Pricelessness					--	--	--
Imaginative					--	--	--
Outrage	0	0.0	6	100.0	--	--	--
Shock					--	--	--
Anger					--	--	--
Disgust					--	--	--
Fury					--	--	--
Spectacle	3	50.0	3	30.0	3	4.11	0.77
Uniqueness					3	4.00	1.00
Spectacular					3	4.67	0.58
Performance					3	3.67	1.53
Humor	0	0.0	6	100.0	--	--	--
Funny					--	--	--
Amusing					--	--	--
Comical					--	--	--
Rescue	1	16.7	5	83.3	1	4.33	0.00
Save					3	0.00	0.00
Community					5	0.00	0.00
Heroism					5	0.00	0.00
Injustice	0	0.0	6	100.0	--	--	--
Unfair					--	--	--
Unjust					--	--	--
Inequality					--	--	--
Money	0	0.0	6	100.0	--	--	--
Contest					--	--	--
Lottery					--	--	--
Ability to win					--	--	--
Patriotism	2	33.3	4	66.7	2	4.67	0.47
Pride					2	4.50	0.71
Affection					2	4.50	0.71
Community					2	5.00	0.00
Scandal	0	0.0	6	100.0	--	--	--
Shame					--	--	--
Unethical					--	--	--
Disgrace					--	--	--

In commercial three, three of the eleven elements were noted by participants. Achievement met the criteria because it had a mean of 4.35. Fantasy met the criteria because it had a mean of 3.00. Although rescue was noted, more participants agreed that it was not present in the commercial.

Table 3– Main Body
Commercial 3 Education Achievement Authority

	Yes		No		<i>n</i>	<i>M</i>	<i>SD</i>
	<i>f</i>	%	<i>f</i>	%			
Sex	0	0.0	5	100.0	--	--	--
Love					--	--	--
Romance					--	--	--
Seduction					--	--	--
Achievement	5	100.0	0	0.0	5	4.35	0.65
Determination					4	2.75	1.71
Successfulness					5	4.40	0.55
Accomplishment					5	5.00	0.00
Fulfillment					5	4.80	0.45
Fantasy	2	40.0	3	60.0	2	3.00	0.47
Luxury					2	2.50	2.12
Pricelessness					2	4.00	1.41
Imaginative					2	2.50	2.12
Outrage	0	0.0	5	100.0	--	--	--
Shock					--	--	--
Anger					--	--	--
Disgust					--	--	--
Fury					--	--	--
Spectacle	0	0.0	5	100.0	--	--	--
Uniqueness					--	--	--
Spectacular					--	--	--
Performance					--	--	--
Humor	0	0.0	5	100.0	--	--	--
Funny					--	--	--
Amusing					--	--	--
Comical					--	--	--
Rescue	1	20.0	4	80.0	1	4.33	0.00
Save					1	3.00	0.00
Community					1	5.00	0.00
Heroism					1	5.00	0.00
Injustice	0	0.0	5	100.0	--	--	--
Unfair					--	--	--
Unjust					--	--	--
Inequality					--	--	--
Money	0	0.0	5	100.0	--	--	--
Contest					--	--	--
Lottery					--	--	--
Ability to win					--	--	--
Patriotism	0	0.0	5	100.0	--	--	--
Pride					--	--	--
Affection					--	--	--
Community					--	--	--
Scandal	0	0.0	5	100.0	--	--	--
Shame					--	--	--
Unethical					--	--	--
Disgrace					--	--	--

In commercial four, four of the eleven elements were noted by participants. Achievement met the criteria because it had a mean of 4.25. Although money was noted, its mean score did not meet the criteria that determined if an element was present in the commercial. Spectacle and humor were also noted however, more participants agreed that those elements were not present in the commercial.

Table 4 – Main Body
Commercial 4 Acura

	Yes		No		<i>n</i>	<i>M</i>	<i>SD</i>
	<i>f</i>	%	<i>f</i>	%			
Sex	0	0.0	6	100.0	--	--	--
Love					--	--	--
Romance					--	--	--
Seduction					--	--	--
Achievement	3	50.0	3	50.0	3	4.25	0.00
Determination					3	2.67	1.16
Successfulness					3	5.00	0.00
Accomplishment					3	5.00	0.00
Fulfillment					3	4.33	1.16
Fantasy	3	50.0	3	50.0	3	3.67	1.15
Luxury					3	5.00	0.00
Pricelessness					3	3.33	2.08
Imaginative					3	2.67	1.53
Outrage	0	0.0	6	100.0	--	--	--
Shock					--	--	--
Anger					--	--	--
Disgust					--	--	--
Fury					--	--	--
Spectacle	1	16.7	5	83.3	1	3.67	0.00
Uniqueness					1	4.00	0.00
Spectacular					1	3.00	0.00
Performance					1	4.00	0.00
Humor	1	16.7	5	83.3	1	2.67	0.00
Funny					1	3.00	0.00
Amusing					1	3.00	0.00
Comical					1	2.00	0.00
Rescue	0	0.0	6	100.0	--	--	--
Save					--	--	--
Community					--	--	--
Heroism					--	--	--
Injustice	0	0.0	6	100.0	--	--	--
Unfair					--	--	--
Unjust					--	--	--
Inequality					--	--	--
Money	3	50.0	3	50.0	3	1.89	0.69
Contest					3	1.67	1.16
Lottery					3	1.67	1.56
Ability to win					3	2.33	0.58
Patriotism	--	--	5	83.3	--	--	--
Pride					--	--	--
Affection					--	--	--
Community					--	--	--
Scandal	--	--	5	83.3	--	--	--
Shame					--	--	--
Unethical					--	--	--
Disgrace					--	--	--

In commercial five, five of the eleven elements were noted by participants. Fantasy met the criteria because it had a mean score of 4.57 but, more participants said that it was not present in the commercial. Spectacle met the criteria because it had a mean score of 3.78 but, more participants said that it was not present in the commercial. Although sex and money were noted, more participants agreed that it was not present in the commercial.

Table 5 – Main Body
Commercial 5 Virgin Island Beach Vacation

	Yes		No		<i>n</i>	<i>M</i>	<i>SD</i>
	<i>f</i>	%	<i>f</i>	%			
Sex	3	42.9	4	57.1	3	2.78	0.51
Love					3	2.00	1.00
Romance					3	2.67	0.58
Seduction					3	3.67	0.58
Achievement	2	28.6	5	71.4	2	3.60	1.59
Determination					2	2.50	2.12
Successfulness					2	4.00	1.41
Accomplishment					2	3.00	2.83
Fulfillment					2	5.00	0.00
Fantasy	7	100.0	0	0.0	7	4.57	0.60
Luxury					7	4.57	0.54
Pricelessness					7	4.57	0.54
Imaginative					7	4.57	1.13
Outrage	0	0.0	7	100.0	--	--	--
Shock					--	--	--
Anger					--	--	--
Disgust					--	--	--
Fury					--	--	--
Spectacle	3	42.9	4	57.1	3	3.78	1.07
Uniqueness					3	3.67	1.16
Spectacular					3	5.00	0.00
Performance					3	2.67	2.08
Humor	0	0.0	7	100.0	--	--	--
Funny					--	--	--
Amusing					--	--	--
Comical					--	--	--
Rescue	0	0.0	7	100.0	--	--	--
Save					--	--	--
Community					--	--	--
Heroism					--	--	--
Injustice	0	0.0	7	100.0	--	--	--
Unfair					--	--	--
Unjust					--	--	--
Inequality					--	--	--
Money	2	28.6	5	71.4	2	2.33	0.00
Contest					2	1.50	0.71
Lottery					2	1.00	0.00
Ability to win					2	4.50	0.71
Patriotism	0	0.0	7	100.0	--	--	--
Pride					--	--	--
Affection					--	--	--
Community					--	--	--
Scandal	0	0.0	7	100.0	--	--	--
Shame					--	--	--
Unethical					--	--	--
Disgrace					--	--	--

In commercial six, five of the eleven elements were noted by participants. Achievement met the criteria because it had a mean of 3.58. Fantasy met the criteria because it had a mean score of 3.13. Spectacle met the criteria because it had a mean score of 3.67, but more participants agreed that it was not present in the commercial. Humor met the criteria because it had a mean score of 4.33. Although patriotism was noted, more participants agreed that it was not present in the commercial.

Table 6 – Main Body
Commercial 6 Washington Lottery

	Yes		No		<i>n</i>	<i>M</i>	<i>SD</i>
	<i>f</i>	%	<i>f</i>	%			
Sex	0	0.0	6	100.0	--	--	--
Love					--	--	--
Romance					--	--	--
Seduction					--	--	--
Achievement	3	50.0	3	50.0	3	3.58	1.66
Determination					3	4.00	1.73
Successfulness					3	3.33	2.08
Accomplishment					3	3.67	1.53
Fulfillment					3	3.33	1.53
Fantasy	5	83.3	1	16.7	5	3.13	0.51
Luxury					5	1.80	1.10
Pricelessness					5	2.80	1.80
Imaginative					5	4.80	0.45
Outrage	0	0.0	6	100.0	--	--	--
Shock					--	--	--
Anger					--	--	--
Disgust					--	--	--
Fury					--	--	--
Spectacle	2	33.3	4	66.7	2	3.67	0.00
Uniqueness					2	4.50	0.71
Spectacular					2	2.00	0.00
Performance					2	4.50	0.71
Humor	4	66.7	2	33.3	4	4.33	0.47
Funny					4	4.50	0.58
Amusing					4	4.00	0.82
Comical					4	4.50	0.58
Rescue	0	0.0	6	100.0	--	--	--
Save					--	--	--
Community					--	--	--
Heroism					--	--	--
Injustice	0	0.0	6	100.0	--	--	--
Unfair					--	--	--
Unjust					--	--	--
Inequality					--	--	--
Money	0	0.0	6	100.0	--	--	--
Contest					--	--	--
Lottery					--	--	--
Ability to win					--	--	--
Patriotism	1	16.7	5	83.3	1	3.00	0.00
Pride					1	4.00	0.00
Affection					1	1.00	0.00
Community					1	4.00	0.00
Scandal	0	0.0	6	100.0	--	--	--
Shame					--	--	--
Unethical					--	--	--
Disgrace					--	--	--

In commercial seven, three of the eleven elements were noted by participants. Spectacle met the criteria because it had a mean of 3.00. Humor met the criteria because it had a mean score of 3.95. Although achievement was noted, more participants agreed that it was not present in the commercial.

Table 7 – Main Body
Commercial 7 Dodge Durango with Ron Burgundy

	Yes		No		<i>n</i>	<i>M</i>	<i>SD</i>
	<i>f</i>	%	<i>f</i>	%			
Sex	0	0.0	8	100.0	--	--	--
Love					--	--	--
Romance					--	--	--
Seduction					--	--	--
Achievement	1	12.5	7	87.5	1	3.75	0.00
Determination					1	3.00	0.00
Successfulness					1	4.00	0.00
Accomplishment					1	4.00	0.00
Fulfillment					1	4.00	0.00
Fantasy	0	0.0	8	100.0	--	--	--
Luxury					--	--	--
Pricelessness					--	--	--
Imaginative					--	--	--
Outrage	0	0.0	8	100.0	--	--	--
Shock					--	--	--
Anger					--	--	--
Disgust					--	--	--
Fury					--	--	--
Spectacle	4	50.0	4	50.0	4	3.00	0.61
Uniqueness					4	3.75	0.50
Spectacular					4	2.00	0.82
Performance					4	3.25	1.26
Humor	7	87.5	1	12.5	7	3.95	0.80
Funny					7	3.86	0.90
Amusing					7	4.14	0.69
Comical					7	3.86	1.07
Rescue	0	0.0	8	100.0	--	--	--
Save					--	--	--
Community					--	--	--
Heroism					--	--	--
Injustice	0	0.0	8	100.0	--	--	--
Unfair					--	--	--
Unjust					--	--	--
Inequality					--	--	--
Money	0	0.0	8	100.0	--	--	--
Contest					--	--	--
Lottery					--	--	--
Ability to win					--	--	--
Patriotism	0	0.0	8	100.0	--	--	--
Pride					--	--	--
Affection					--	--	--
Community					--	--	--
Scandal	0	0.0	8	100.0	--	--	--
Shame					--	--	--
Unethical					--	--	--
Disgrace					--	--	--

In commercial eight, four of the eleven elements were noted by participants. Achievement met the criteria because it had a mean of 3.25, but more participants agreed that it was not present in the commercial. Spectacle met the criteria because it had a mean score of 4.00. Humor met the criteria because it had a mean score of 3.67, but more participants agreed that it was not present in the commercial.

Table 8 – Main Body
Commercial 8 Adidas Ghost Hunter

	Yes		No		<i>n</i>	<i>M</i>	<i>SD</i>
	<i>f</i>	%	<i>f</i>	%			
Sex	0	0.0	5	100.0	--	--	--
Love					--	--	--
Romance					--	--	--
Seduction					--	--	--
Achievement	2	40.0	3	60.0	2	3.25	1.06
Determination					2	3.00	2.82
Successfulness					2	4.00	1.41
Accomplishment					2	3.00	1.41
Fulfillment					2	3.00	1.41
Fantasy	0	0.0	5	100.0	2	2.83	0.71
Luxury					2	4.00	0.00
Pricelessness					2	1.50	0.71
Imaginative					2	3.00	1.41
Outrage	0	0.0	5	100.0	--	--	--
Shock					--	--	--
Anger					--	--	--
Disgust					--	--	--
Fury					--	--	--
Spectacle	5	100.0	0	0.0	5	4.00	0.33
Uniqueness					5	4.20	0.84
Spectacular					5	3.40	0.55
Performance					5	4.40	0.55
Humor	2	40.0	3	60.0	2	3.67	0.47
Funny					2	3.50	0.71
Amusing					2	3.50	0.71
Comical					2	4.00	0.00
Rescue	0	0.0	5	100.0	--	--	--
Save					--	--	--
Community					--	--	--
Heroism					--	--	--
Injustice	0	0.0	5	100.0	--	--	--
Unfair					--	--	--
Unjust					--	--	--
Inequality					--	--	--
Money	0	0.0	5	100.0	--	--	--
Contest					--	--	--
Lottery					--	--	--
Ability to win					--	--	--
Patriotism	0	0.0	5	100.0	--	--	--
Pride					--	--	--
Affection					--	--	--
Community					--	--	--
Scandal	0	0.0	5	100.0	--	--	--
Shame					--	--	--
Unethical					--	--	--
Disgrace					--	--	--

In commercial nine, five of the eleven elements were noted by participants. Sex met the criteria because it had a mean of 3.56. Although achievement, fantasy, humor and money were noted, more participants agreed that they were not present in the commercial.

Table 9 – Main Body
Commercial 9 Pearle Vision Librarian

	Yes		No		<i>n</i>	<i>M</i>	<i>SD</i>
	<i>f</i>	%	<i>f</i>	%			
Sex	3	75.0	1	25.0	3	3.56	1.26
Love					3	3.00	1.73
Romance					3	3.00	1.73
Seduction					3	4.67	0.58
Achievement	1	25.0	3	75.0	1	3.50	0.00
Determination					1	2.00	0.00
Successfulness					1	4.00	0.00
Accomplishment					1	4.00	0.00
Fulfillment					1	4.00	0.00
Fantasy	1	25.0	3	75.0	1	3.00	0.00
Luxury					1	4.00	0.00
Pricelessness					1	2.00	0.00
Imaginative					1	3.00	0.00
Outrage	0	0.0	4	100.0	--	--	--
Shock					--	--	--
Anger					--	--	--
Disgust					--	--	--
Fury					--	--	--
Spectacle	0	0.0	4	100.0	--	--	--
Uniqueness					--	--	--
Spectacular					--	--	--
Performance					--	--	--
Humor	1	25.0	3	75.0	1	3.67	0.00
Funny					1	3.00	0.00
Amusing					1	5.00	0.00
Comical					1	3.00	0.00
Rescue	0	0.0	4	100.0	--	--	--
Save					--	--	--
Community					--	--	--
Heroism					--	--	--
Injustice	0	0.0	4	100.0	--	--	--
Unfair					--	--	--
Unjust					--	--	--
Inequality					--	--	--
Money	1	25.0	3	75.0	1	2.67	0.00
Contest					1	2.00	0.00
Lottery					1	1.00	0.00
Ability to win					1	5.00	0.00
Patriotism	0	0.0	4	100.0	--	--	--
Pride					--	--	--
Affection					--	--	--
Community					--	--	--
Scandal	0	0.0	4	100.0	--	--	--
Shame					--	--	--
Unethical					--	--	--
Disgrace					--	--	--

In commercial ten, six of the eleven elements were noted by participants. Outrage met the criteria because it had a mean of 4.35. Injustice met the criteria because it had a mean score of 3.83. Patriotism met the criteria because it had a mean score of 3.92. Although achievement, spectacle and rescue were noted, more participants agreed that they were not present in the commercial.

Table 10 – Main Body
Commercial 10 Celebrities Against Gun Violence

	Yes		No		<i>n</i>	<i>M</i>	<i>SD</i>
	<i>f</i>	%	<i>f</i>	%			
Sex	0	0.0	5	100.0	--	--	--
Love					--	--	--
Romance					--	--	--
Seduction					--	--	--
Achievement	1	20.0	4	80.0	1	4.00	0.00
Determination					1	5.00	0.00
Successfulness					1	3.00	0.00
Accomplishment					1	4.00	0.00
Fulfillment					1	4.00	0.00
Fantasy	0	0.0	5	100.0	--	--	--
Luxury					--	--	--
Pricelessness					--	--	--
Imaginative					--	--	--
Outrage	5	100.0	0	0.0	5	4.35	0.45
Shock					5	4.20	0.84
Anger					5	4.60	0.55
Disgust					5	4.60	0.55
Fury					5	4.00	1.23
Spectacle	1	20.0	4	80.0	1	4.00	0.00
Uniqueness					1	4.00	0.00
Spectacular					1	3.00	0.00
Performance					1	5.00	0.00
Humor	0	0.0	5	100.0	--	--	--
Funny					--	--	--
Amusing					--	--	--
Comical					--	--	--
Rescue	2	40.0	3	60.0	2	4.17	0.24
Save					2	4.50	0.71
Community					2	5.00	0.00
Heroism					2	3.00	0.00
Injustice	4	80.0	1	20.0	4	3.83	0.64
Unfair					4	4.50	0.58
Unjust					4	4.75	0.50
Inequality					4	2.25	1.50
Money	0	0.0	5	100.0	--	--	--
Contest					--	--	--
Lottery					--	--	--
Ability to win					--	--	--
Patriotism	4	80.0	1	20.0	4	3.92	0.57
Pride					4	3.00	1.83
Affection					4	3.75	0.50
Community					4	5.00	0.00
Scandal	1	20.0	4	80.0	1	4.33	0.00
Shame					1	4.00	0.00
Unethical					1	5.00	0.00
Disgrace					1	4.00	0.00

In commercial eleven, six of the eleven elements were noted by participants. Rescue met the criteria because it had a mean of 3.33, but more participants agreed that it was not present in the commercial. Money was noted however, its mean score did not meet the criteria that determined if an element was present in the commercial. Achievement, injustice, patriotism and scandal were all noted, but more participants agreed that they were not present in the commercial.

Table 11 – Main Body
Commercial 11 BP Spokesperson

	Yes		No		<i>n</i>	<i>M</i>	<i>SD</i>
	<i>f</i>	%	<i>f</i>	%			
Sex	0	0.0	6	100.0	--	--	--
Love					--	--	--
Romance					--	--	--
Seduction					--	--	--
Achievement	1	16.7	5	83.3	1	2.25	0.00
Determination					1	4.00	0.00
Successfulness					1	1.00	0.00
Accomplishment					1	2.00	0.00
Fulfillment					1	2.00	0.00
Fantasy	0	0.0	6	100.0	--	--	--
Luxury					--	--	--
Pricelessness					--	--	--
Imaginative					--	--	--
Outrage	0	0.0	6	100.0	--	--	--
Shock					--	--	--
Anger					--	--	--
Disgust					--	--	--
Fury					--	--	--
Spectacle	0	0.0	6	100.0	--	--	--
Uniqueness					--	--	--
Spectacular					--	--	--
Performance					--	--	--
Humor	0	0.0	6	100.0	--	--	--
Funny					--	--	--
Amusing					--	--	--
Comical					--	--	--
Rescue	2	33.3	4	66.7	2	3.33	1.89
Save					2	4.00	1.41
Community					2	3.50	2.12
Heroism					2	2.50	2.12
Injustice	2	33.3	4	66.7	2	2.67	0.94
Unfair					2	3.50	0.71
Unjust					2	3.00	2.82
Inequality					2	1.50	0.71
Money	4	66.7	2	33.3	4	1.75	0.69
Contest					4	1.00	0.00
Lottery					4	1.00	0.00
Ability to win					4	3.25	2.06
Patriotism	1	16.7	5	83.3	1	1.67	0.00
Pride					1	1.00	0.00
Affection					1	1.00	0.00
Community					1	3.00	0.00
Scandal	1	16.7	5	83.3	1	2.67	0.00
Shame					1	2.00	0.00
Unethical					1	3.00	0.00
Disgrace					1	3.00	0.00

In commercial twelve, five of the eleven elements were noted by participants. Although sex and outrage were noted, their mean scores did not meet the criteria that determined if an element was present in the commercial. Injustice, patriotism and scandal were noted, but more participants agreed that they were not present in the commercial.

Table 12 – Main Body
Commercial 12 Parents Against Gay Marriage

	Yes		No		<i>n</i>	<i>M</i>	<i>SD</i>
	<i>f</i>	%	<i>f</i>	%			
Sex	3	50.0	3	50.0	3	2.67	1.15
Love					2	3.50	0.71
Romance					3	2.33	1.53
Seduction					2	1.00	0.00
Achievement	0	0.0	6	100.0	--	--	--
Determination					--	--	--
Successfulness					--	--	--
Accomplishment					--	--	--
Fulfillment					--	--	--
Fantasy	0	0.0	6	100.0	--	--	--
Luxury					--	--	--
Pricelessness					--	--	--
Imaginative					--	--	--
Outrage	5	83.3	1	16.7	5	2.93	0.80
Shock					5	3.00	0.71
Anger					4	3.00	1.16
Disgust					4	2.75	1.50
Fury					3	2.67	2.08
Spectacle	0	0.0	6	100.0	--	--	--
Uniqueness					--	--	--
Spectacular					--	--	--
Performance					--	--	--
Humor	0	0.0	6	100.0	--	--	--
Funny					--	--	--
Amusing					--	--	--
Comical					--	--	--
Rescue	0	0.0	6	100.0	--	--	--
Save					--	--	--
Community					--	--	--
Heroism					--	--	--
Injustice	2	33.3	4	66.7	2	2.50	0.71
Unfair					2	3.50	0.71
Unjust					2	1.50	0.71
Inequality					2	2.50	2.12
Money	0	0.0	6	100.0	--	--	--
Contest					--	--	--
Lottery					--	--	--
Ability to win					--	--	--
Patriotism	1	16.7	5	83.3	1	2.33	0.00
Pride					1	1.00	0.00
Affection					1	1.00	0.00
Community					1	5.00	0.00
Scandal	2	33.3	4	66.7	2	1.83	0.71
Shame					2	1.00	0.00
Unethical					2	2.50	0.71
Disgrace					2	2.00	1.41

In commercial thirteen, five of the eleven elements were noted by participants. Achievement met the criteria because it had a mean of 4.00, but more participants agreed that it was not present in the commercial. Fantasy met the criteria because it had a mean score of 3.33. Spectacle met the criteria because it had a mean score of 3.44, but more participants agreed that it was not present in the commercial. Humor met the criteria because it had a mean score 3.25. Money met the criteria because it had a mean score of 3.87.

Table 13 – Main Body
Commercial 13 Lottery, Set for Life

	Yes		No		<i>n</i>	<i>M</i>	<i>SD</i>
	<i>f</i>	%	<i>f</i>	%			
Sex	0	0.0	7	100.0	--	--	--
Love					--	--	--
Romance					--	--	--
Seduction					--	--	--
Achievement	2	28.6	5	71.4	2	4.00	0.00
Determination					2	3.00	1.41
Successfulness					2	4.50	0.71
Accomplishment					2	4.50	0.71
Fulfillment					2	4.00	0.00
Fantasy	4	57.1	3	42.9	4	3.33	0.38
Luxury					4	3.75	1.50
Pricelessness					4	3.25	1.26
Imaginative					4	3.00	1.41
Outrage	0	0.0	7	100.0	--	--	--
Shock					--	--	--
Anger					--	--	--
Disgust					--	--	--
Fury					--	--	--
Spectacle	3	42.9	4	57.1	3	3.44	0.38
Uniqueness					3	3.00	1.73
Spectacular					3	4.00	1.00
Performance					3	3.33	1.53
Humor	4	57.1	3	42.9	4	3.25	1.66
Funny					3	4.00	1.00
Amusing					3	4.67	0.58
Comical					4	2.75	1.71
Rescue	0	0.0	7	100.0	--	--	--
Save					--	--	--
Community					--	--	--
Heroism					--	--	--
Injustice	0	0.0	7	100.0	--	--	--
Unfair					--	--	--
Unjust					--	--	--
Inequality					--	--	--
Money	5	71.4	2	28.6	5	3.87	1.15
Contest					5	3.20	1.80
Lottery					5	4.20	1.80
Ability to win					5	4.20	1.30
Patriotism	0	0.0	7	100.0	--	--	--
Pride					--	--	--
Affection					--	--	--
Community					--	--	--
Scandal	0	0.0	7	100.0	--	--	--
Shame					--	--	--
Unethical					--	--	--
Disgrace					--	--	--

In commercial fourteen, ten of the eleven elements were noted by participants. Achievement met the criteria because it had a mean of 3.00, but more participants agreed that it was not present in the commercial. Fantasy met the criteria because it had a mean score of 3.67, but more participants agreed that it was not in the commercial. Humor met the criteria because it had a mean score of 3.80. Money met the criteria because it had a mean score of 4.06. Sex was noted however its mean score did not meet the criteria that determined if an element was present in the commercial. Outrage was noted however, more participants agreed that it was not in the commercial.

Table 14 – Main Body
Commercial 14 Unplanned Millionnairehood

	Yes		No		<i>n</i>	<i>M</i>	<i>SD</i>
	<i>f</i>	%	<i>f</i>	%			
Sex	5	71.4	2	28.6	5	2.00	0.47
Love					5	1.60	0.55
Romance					5	1.80	0.84
Seduction					5	2.60	1.82
Achievement	2	28.6	5	71.4	2	3.00	0.00
Determination					2	1.50	0.71
Successfulness					2	4.50	0.71
Accomplishment					2	2.50	2.12
Fulfillment					2	3.50	2.12
Fantasy	2	28.6	5	71.4	2	3.67	0.00
Luxury					2	3.00	2.83
Pricelessness					2	3.50	2.12
Imaginative					2	4.50	0.71
Outrage	1	14.3	6	85.7	1	1.25	0.00
Shock					1	2.00	0.00
Anger					1	1.00	0.00
Disgust					1	1.00	0.00
Fury					1	1.00	0.00
Spectacle	0	0.0	7	100.0	--	--	--
Uniqueness					--	--	--
Spectacular					--	--	--
Performance					--	--	--
Humor	5	71.4	2	28.6	5	3.80	0.96
Funny					5	4.00	1.23
Amusing					5	3.60	1.52
Comical					5	3.80	1.10
Rescue	--	--	6	85.7	1	1.00	0.00
Save					1	1.00	0.00
Community					1	1.00	0.00
Heroism					1	1.00	0.00
Injustice	--	--	6	85.7	1	1.00	0.00
Unfair					1	1.00	0.00
Unjust					1	1.00	0.00
Inequality					1	1.00	0.00
Money	6	85.7	1	14.3	6	4.06	0.74
Contest					6	3.83	0.75
Lottery					6	5.00	0.00
Ability to win					6	3.33	1.63
Patriotism	--	--	6	85.7	1	1.00	0.00
Pride					1	1.00	0.00
Affection					1	1.00	0.00
Community					1	1.00	0.00
Scandal	--	--	6	85.7	1	1.00	0.00
Shame					1	1.00	0.00
Unethical					1	1.00	0.00
Disgrace					1	1.00	0.00

In commercial fifteen, eight of the eleven elements were noted by participants. Achievement met the criteria because it had a mean of 4.50, but more participants agreed that it was not present in the commercial. Spectacle met the criteria because it had a mean of 3.83, but more participants agreed that it was not present in the commercial. Humor met the criteria because it had a mean score of 4.00. Injustice met the criteria because it had a mean score of 3.67. Money met the criteria because it had a mean score of 4.00. Fantasy, outrage, rescue and scandal were noted, but more participants agreed that they were not present in the commercial.

Table 15 – Main Body
Commercial 15 German Lottery

	Yes		No		<i>n</i>	<i>M</i>	<i>SD</i>
	<i>f</i>	%	<i>f</i>	%			
Sex	0	0.0	6	100.0	--	--	--
Love					--	--	--
Romance					--	--	--
Seduction					--	--	--
Achievement	2	33.3	4	66.7	2	4.50	0.00
Determination					2	4.00	1.41
Successfulness					2	4.00	1.41
Accomplishment					2	5.00	0.00
Fulfillment					2	5.00	0.00
Fantasy	1	16.7	5	83.3	1	3.00	0.00
Luxury					1	3.00	0.00
Pricelessness					1	1.00	0.00
Imaginative					1	5.00	0.00
Outrage	1	16.7	5	83.3	1	2.50	0.00
Shock					1	3.00	0.00
Anger					1	3.00	0.00
Disgust					1	2.00	0.00
Fury					1	2.00	0.00
Spectacle	2	33.3	4	66.7	2	3.83	0.24
Uniqueness					2	4.50	0.71
Spectacular					2	2.50	2.12
Performance					2	4.50	0.71
Humor	4	66.7	2	33.3	4	4.00	0.82
Funny					4	3.75	0.96
Amusing					4	4.50	0.58
Comical					4	3.75	1.26
Rescue	1	16.7	5	83.3	1	4.33	0.00
Save					1	4.00	0.00
Community					1	5.00	0.00
Heroism					1	4.00	0.00
Injustice	4	66.7	2	33.3	4	3.67	1.45
Unfair					4	3.25	1.50
Unjust					4	3.25	1.50
Inequality					4	3.00	1.41
Money	6	100.0	0	0.0	6	4.00	0.89
Contest					5	3.40	1.52
Lottery					6	4.33	1.21
Ability to win					5	4.20	1.30
Patriotism	0	0.0	6	100.0	--	--	--
Pride					--	--	--
Affection					--	--	--
Community					--	--	--
Scandal	1	16.7	5	83.3	1	2.67	0.00
Shame					1	3.00	0.00
Unethical					1	2.00	0.00
Disgrace					1	3.00	0.00

In commercial sixteen, two of the eleven elements were noted by participants. Achievement did not have a mean score that met the criteria however, more participants agreed that it was present in the commercial. Although rescue was noted, half of the participants agreed that it was present in the commercial and half of the participants agreed that it was not present in the commercial. Injustice met the criteria because it had a mean score of 4.78 however, all of the participants that viewed this commercial agreed that it was not present.

Table 16 – Main Body
Commercial 16 NSPCC Child Abuse

	Yes		No		<i>n</i>	<i>M</i>	<i>SD</i>
	<i>f</i>	%	<i>f</i>	%			
Sex	1	12.5	7	87.5	--	--	--
Love					--	--	--
Romance					--	--	--
Seduction					--	--	--
Achievement	7	87.5	1	12.5	1	1.00	0.00
Determination					1	1.00	0.00
Successfulness					1	1.00	0.00
Accomplishment					1	1.00	0.00
Fulfillment					1	1.00	0.00
Fantasy	1	12.5	7	87.5	--	--	--
Luxury					--	--	--
Pricelessness					--	--	--
Imaginative					--	--	--
Outrage	0	0.0	8	100.0	--	--	--
Shock					--	--	--
Anger					--	--	--
Disgust					--	--	--
Fury					--	--	--
Spectacle	0	0.0	8	100.0	--	--	--
Uniqueness					--	--	--
Spectacular					--	--	--
Performance					--	--	--
Humor	0	0.0	8	100.0	1	3.33	0.00
Funny					1	4.00	0.00
Amusing					1	4.00	0.00
Comical					1	2.00	0.00
Rescue	4	50.0	4	50.0	1	3.67	0.00
Save					1	5.00	0.00
Community					1	4.00	0.00
Heroism					1	2.00	0.00
Injustice	0	0.0	8	100.0	3	4.78	0.19
Unfair					3	5.00	0.00
Unjust					3	4.67	0.58
Inequality					3	4.67	0.58
Money	0	0.0	8	100.0	--	--	--
Contest					--	--	--
Lottery					--	--	--
Ability to win					--	--	--
Patriotism	7	87.5	1	12.5	--	--	--
Pride					--	--	--
Affection					--	--	--
Community					--	--	--
Scandal	0	0.0	8	100.0	1	3.67	0.00
Shame					1	4.00	0.00
Unethical					1	3.00	0.00
Disgrace					1	4.00	0.00

In commercial seventeen, six of the eleven elements were noted by participants. Outrage, rescue, injustice, patriotism and scandal were all noted in the commercial, however, more participants agreed that these elements were not present in the commercial. Although spectacle was noted, half of the participants agreed that it was present in the commercial and half of the participants agreed that it was not present in the commercial.

Table 17 – Main Body
Commercial 17 Choice-Peace on the Streets

	Yes		No		<i>n</i>	<i>M</i>	<i>SD</i>
	<i>f</i>	%	<i>f</i>	%			
Sex	0	0.0	4	100.0	--	--	--
Love					--	--	--
Romance					--	--	--
Seduction					--	--	--
Achievement	0	0.0	4	100.0	--	--	--
Determination					--	--	--
Successfulness					--	--	--
Accomplishment					--	--	--
Fulfillment					--	--	--
Fantasy	0	0.0	4	100.0	--	--	--
Luxury					--	--	--
Pricelessness					--	--	--
Imaginative					--	--	--
Outrage	1	25.0	3	75.0	1	2.75	0.00
Shock					1	5.00	0.00
Anger					1	2.00	0.00
Disgust					1	3.00	0.00
Fury					1	1.00	0.00
Spectacle	2	50.0	2	50.0	2	2.67	0.94
Uniqueness					2	3.50	0.71
Spectacular					2	2.00	1.41
Performance					2	2.50	0.71
Humor	0	0.0	4	100.0	--	--	--
Funny					--	--	--
Amusing					--	--	--
Comical					--	--	--
Rescue	1	25.0	3	75.0	1	4.33	0.00
Save					1	5.00	0.00
Community					1	5.00	0.00
Heroism					1	3.00	0.00
Injustice	1	25.0	3	75.0	1	3.67	0.00
Unfair					1	3.00	0.00
Unjust					1	5.00	0.00
Inequality					1	3.00	0.00
Money	0	0.0	4	100.0	--	--	--
Contest					--	--	--
Lottery					--	--	--
Ability to win					--	--	--
Patriotism	1	25.0	3	75.0	1	5.00	0.00
Pride					1	5.00	0.00
Affection					1	5.00	0.00
Community					1	5.00	0.00
Scandal	1	25.0	3	75.0	1	3.33	0.00
Shame					1	2.00	0.00
Unethical					1	3.00	0.00
Disgrace					1	5.00	0.00

In commercial eighteen, eight of the eleven elements were noted by participants. Rescue met the criteria because it had a mean score of 3.62. Achievement, fantasy, outrage and spectacle were noted, but more participants agreed that these elements were not present in the commercial. Although injustice was noted, half of the participants agreed that it was present in the commercial and half of the participants agreed that it was not present in the commercial.

Table 18 – Main Body
Commercial 18 World Wildlife Foundation-Hands

	Yes		No		<i>n</i>	<i>M</i>	<i>SD</i>
	<i>f</i>	%	<i>f</i>	%			
Sex	0	0.0	8	100.0	--	--	--
Love					--	--	--
Romance					--	--	--
Seduction					--	--	--
Achievement	2	25.0	6	75.0	2	2.00	0.71
Determination					2	2.00	1.41
Successfulness					2	2.00	1.41
Accomplishment					2	2.50	0.71
Fulfillment					2	1.50	0.71
Fantasy	1	12.5	7	87.5	1	2.00	0.00
Luxury					1	1.00	0.00
Pricelessness					1	1.00	0.00
Imaginative					1	4.00	0.00
Outrage	2	25.0	6	75.0	2	2.25	0.35
Shock					2	4.00	0.00
Anger					2	2.00	0.00
Disgust					2	2.00	1.41
Fury					2	1.00	0.00
Spectacle	3	37.5	5	62.5	3	2.89	0.69
Uniqueness					3	4.33	1.16
Spectacular					3	1.67	1.16
Performance					3	2.67	1.53
Humor	2	25.0	6	75.0	2	2.67	1.41
Funny					2	3.00	0.00
Amusing					2	2.50	2.12
Comical					2	2.50	2.12
Rescue	7	87.5	1	12.5	7	3.62	0.89
Save					7	4.86	0.38
Community					7	3.43	1.51
Heroism					7	2.57	1.51
Injustice	4	50.0	4	50.0	4	2.92	0.32
Unfair					4	3.25	0.50
Unjust					4	4.00	0.82
Inequality					4	1.50	1.00
Money	0	0.0	8	100.0	--	--	--
Contest					--	--	--
Lottery					--	--	--
Ability to win					--	--	--
Patriotism	0	0.0	8	100.0	--	--	--
Pride					--	--	--
Affection					--	--	--
Community					--	--	--
Scandal	1	12.5	7	87.5	1	3.33	0.00
Shame					1	2.00	0.00
Unethical					1	4.00	0.00
Disgrace					1	4.00	0.00

In commercial nineteen, five of the eleven elements were noted by participants. Achievement met the criteria because it had a mean score of 4.43. Patriotism met the criteria because it had a mean score of 4.89. Fantasy and spectacle were noted, but more participants agreed that these elements were not present in the commercial. Although rescue was noted, half of the participants agreed that it was present in the commercial and half of the participants agreed that it was not present in the commercial.

Table 19 – Main Body
Commercial 19 Anheuser-Busch, Soldiers in the Airport

	Yes		No		<i>n</i>	<i>M</i>	<i>SD</i>
	<i>f</i>	%	<i>f</i>	%			
Sex	0	0.0	8	100.0	--	--	--
Love					--	--	--
Romance					--	--	--
Seduction					--	--	--
Achievement	7	87.5	1	12.5	7	4.43	0.55
Determination					7	4.14	0.90
Successfulness					7	4.14	1.46
Accomplishment					7	4.71	0.49
Fulfillment					7	4.71	0.49
Fantasy	1	12.5	7	87.5	2	1.33	1.89
Luxury					2	0.50	0.71
Pricelessness					2	2.50	3.54
Imaginative					2	1.00	1.41
Outrage	0	0.0	8	100.0	--	--	--
Shock					--	--	--
Anger					--	--	--
Disgust					--	--	--
Fury					--	--	--
Spectacle	1	12.5	7	87.5	1	3.00	0.00
Uniqueness					1	3.00	0.00
Spectacular					1	5.00	0.00
Performance					1	1.00	0.00
Humor	0	0.0	8	100.0	--	--	--
Funny					--	--	--
Amusing					--	--	--
Comical					--	--	--
Rescue	4	50.0	4	50.0	4	4.58	0.63
Save					4	3.75	1.89
Community					4	5.00	0.00
Heroism					4	5.00	0.00
Injustice	0	0.0	8	100.0	--	--	--
Unfair					--	--	--
Unjust					--	--	--
Inequality					--	--	--
Money	0	0.0	8	100.0	--	--	--
Contest					--	--	--
Lottery					--	--	--
Ability to win					--	--	--
Patriotism	6	75.0	2	25.0	6	4.89	0.27
Pride					6	4.83	0.41
Affection					6	4.83	0.41
Community					6	5.00	0.00
Scandal	0	0.0	8	100.0	--	--	--
Shame					--	--	--
Unethical					--	--	--
Disgrace					--	--	--

In commercial twenty, three of the eleven elements were noted by participants. Achievement met the criteria because it had a mean score of 3.56. Patriotism met the criteria because it had a mean score of 3.75. Money was noted, but more participants agreed that it was not present in the commercial.

Table 20 – Main Body
Commercial 20 Jack Daniels America

	Yes		No		<i>n</i>	<i>M</i>	<i>SD</i>
	<i>f</i>	%	<i>f</i>	%			
Sex	0	0.0	5	100.0	--	--	--
Love					--	--	--
Romance					--	--	--
Seduction					--	--	--
Achievement	4	80.0	1	20.0	4	3.56	1.71
Determination					4	3.00	1.41
Successfulness					3	5.00	0.00
Accomplishment					4	4.00	2.00
Fulfillment					4	3.25	1.71
Fantasy	0	0.0	5	100.0	--	--	--
Luxury					--	--	--
Pricelessness					--	--	--
Imaginative					--	--	--
Outrage	0	0.0	5	100.0	--	--	--
Shock					--	--	--
Anger					--	--	--
Disgust					--	--	--
Fury					--	--	--
Spectacle	0	0.0	5	100.0	--	--	--
Uniqueness					--	--	--
Spectacular					--	--	--
Performance					--	--	--
Humor	0	0.0	5	100.0	--	--	--
Funny					--	--	--
Amusing					--	--	--
Comical					--	--	--
Rescue	0	0.0	5	100.0	--	--	--
Save					--	--	--
Community					--	--	--
Heroism					--	--	--
Injustice	0	0.0	5	100.0	--	--	--
Unfair					--	--	--
Unjust					--	--	--
Inequality					--	--	--
Money	1	20.0	4	80.0	1	3.00	0.00
Contest					1	3.00	0.00
Lottery					1	3.00	0.00
Ability to win					1	3.00	0.00
Patriotism	4	80.0	1	20.0	4	3.75	0.42
Pride					4	5.00	0.00
Affection					4	2.25	0.96
Community					4	4.00	0.82
Scandal	0	0.0	5	100.0	--	--	--
Shame					--	--	--
Unethical					--	--	--
Disgrace					--	--	--

In commercial twenty one, five of the eleven elements were noted by participants. Achievement met the criteria because it had a mean score of 4.40. Patriotism met the criteria because it had a mean score of 4.14. Sex and fantasy were noted, but more participants agreed these elements were not present in the commercial. Although rescue was noted, half of the participants agreed that it was present in the commercial and half of the participants agreed that it was not present in the commercial.

Table 21 – Main Body
Commercial 21 Go Army

	Yes		No		<i>n</i>	<i>M</i>	<i>SD</i>
	<i>f</i>	%	<i>f</i>	%			
Sex	1	12.5	7	87.5	1	2.00	0.00
Love					1	4.00	0.00
Romance					1	1.00	0.00
Seduction					1	1.00	0.00
Achievement	7	87.5	1	12.5	7	4.40	0.78
Determination					7	4.57	0.79
Successfulness					6	4.50	0.84
Accomplishment					6	4.67	0.82
Fulfillment					6	4.50	0.84
Fantasy	1	12.5	7	87.5	1	2.67	0.00
Luxury					1	1.00	0.00
Pricelessness					1	4.00	0.00
Imaginative					1	3.00	0.00
Outrage	0	0.0	8	100.0	--	--	--
Shock					--	--	--
Anger					--	--	--
Disgust					--	--	--
Fury					--	--	--
Spectacle	0	0.0	8	100.0	--	--	--
Uniqueness					--	--	--
Spectacular					--	--	--
Performance					--	--	--
Humor	0	0.0	8	100.0	--	--	--
Funny					--	--	--
Amusing					--	--	--
Comical					--	--	--
Rescue	4	50.0	4	50.0	4	2.83	0.33
Save					3	1.67	0.58
Community					4	2.75	0.50
Heroism					3	4.00	1.00
Injustice	0	0.0	8	100.0	--	--	--
Unfair					--	--	--
Unjust					--	--	--
Inequality					--	--	--
Money	0	0.0	8	100.0	--	--	--
Contest					--	--	--
Lottery					--	--	--
Ability to win					--	--	--
Patriotism	7	87.5	1	12.5	7	4.14	0.60
Pride					7	5.00	0.00
Affection					5	2.80	0.45
Community					5	3.60	0.55
Scandal	0	0.0	8	100.0	--	--	--
Shame					--	--	--
Unethical					--	--	--
Disgrace					--	--	--

In commercial twenty two, five of the eleven elements were noted by participants. Achievement met the criteria because it had a mean score of 4.40, but more participants agreed that it was not present in the commercial. Injustice met the criteria because it had a mean score of 3.00, but more participants agreed that it was not present in the commercial. Patriotism met the criteria because it had a mean score 4.67, but more participants agreed that it was not present in the commercial. Rescue met the criteria because it had a mean score of 3.45. Spectacle was noted, but more participants agreed that it was not present in the commercial.

Table 22 – Main Body
Commercial 22 Salvation Army Shelter Homes

	Yes		No		<i>n</i>	<i>M</i>	<i>SD</i>
	<i>f</i>	%	<i>f</i>	%			
Sex	0	0.0	9	100.0	--	--	--
Love					--	--	--
Romance					--	--	--
Seduction					--	--	--
Achievement	3	33.3	6	66.7	3	4.67	0.58
Determination					1	5.00	0.00
Successfulness					3	4.67	0.58
Accomplishment					1	5.00	0.00
Fulfillment					2	5.00	0.00
Fantasy	0	0.0	9	100.0	--	--	--
Luxury					--	--	--
Pricelessness					--	--	--
Imaginative					--	--	--
Outrage	0	0.0	9	100.0	--	--	--
Shock					--	--	--
Anger					--	--	--
Disgust					--	--	--
Fury					--	--	--
Spectacle	1	11.1	8	88.9	1	5.00	0.00
Uniqueness					1	5.00	0.00
Spectacular					0.00	0.00	0.00
Performance					1	5.00	0.00
Humor	0	0.0	9	100.0	--	--	--
Funny					--	--	--
Amusing					--	--	--
Comical					--	--	--
Rescue	8	88.9	1	11.1	7	3.45	1.43
Save					7	3.71	1.50
Community					7	3.86	1.22
Heroism					6	2.50	1.98
Injustice	1	11.1	8	88.9	1	3.00	0.00
Unfair					1	4.00	0.00
Unjust					1	3.00	0.00
Inequality					1	2.00	0.00
Money	0	0.0	9	100.0	--	--	--
Contest					--	--	--
Lottery					--	--	--
Ability to win					--	--	--
Patriotism	2	22.2	7	77.8	2	4.67	0.00
Pride					2	4.00	0.00
Affection					2	5.00	0.00
Community					2	5.00	0.00
Scandal	0	0.0	9	100.0	--	--	--
Shame					--	--	--
Unethical					--	--	--
Disgrace					--	--	--

In commercial twenty three, seven of the eleven elements were noted by participants.

Achievement met the criteria because it had a mean score of 3.25. Rescue met the criteria because it had a mean score of 3.44. Spectacle met the criteria because it had a mean score 3.00, but more participants agreed that it was not present in the commercial. Humor met the criteria because it had a mean score of 3.17, but more participants agreed that it was not present in the commercial. Money, patriotism and scandal were noted, but more participants agreed these elements were not present in the commercial.

Table 23 – Main Body
Commercial 23 Salvation Army Donations

	Yes		No		<i>n</i>	<i>M</i>	<i>SD</i>
	<i>f</i>	%	<i>f</i>	%			
Sex	0	0.0	8	100.0	--	--	--
Love					--	--	--
Romance					--	--	--
Seduction					--	--	--
Achievement	6	75.0	2	25.0	6	3.25	1.12
Determination					5	3.00	1.00
Successfulness					5	3.20	0.84
Accomplishment					6	3.67	1.34
Fulfillment					5	4.40	0.89
Fantasy	0	0.0	8	100.0	--	--	--
Luxury					--	--	--
Pricelessness					--	--	--
Imaginative					--	--	--
Outrage	0	0.0	8	100.0	--	--	--
Shock					--	--	--
Anger					--	--	--
Disgust					--	--	--
Fury					--	--	--
Spectacle	1	12.5	7	87.5	1	3.00	0.00
Uniqueness					1	4.00	0.00
Spectacular					1	2.00	0.00
Performance					1	3.00	0.00
Humor	2	25.0	6	75.0	2	3.17	1.18
Funny					2	3.00	1.41
Amusing					1	2.00	0.00
Comical					1	3.00	0.00
Rescue	6	75.0	2	25.0	6	3.44	0.58
Save					6	4.67	0.52
Community					6	3.50	1.64
Heroism					6	2.17	0.75
Injustice	0	0.0	8	100.0	--	--	--
Unfair					--	--	--
Unjust					--	--	--
Inequality					--	--	--
Money	1	12.5	7	87.5	1	2.00	0.00
Contest					1	2.00	0.00
Lottery					1	1.00	0.00
Ability to win					1	3.00	0.00
Patriotism	2	25.0	6	75.0	2	3.50	0.24
Pride					2	3.00	1.41
Affection					2	3.00	1.41
Community					2	4.50	0.71
Scandal	1	12.5	7	87.5	1	2.00	0.00
Shame					1	3.00	0.00
Unethical					1	1.00	0.00
Disgrace					1	2.00	0.00

In commercial twenty four, five of the eleven elements were noted by participants. Achievement met the criteria because it had a mean score of 3.75, but more participants agreed that it was not present in the commercial. Humor met the criteria because it had a mean score of 3.00, but more participants agreed that it was not present in the commercial. Rescue met the criteria because it had a mean of 4.00. Patriotism met the criteria because it had a mean score of 4.58. Spectacle was noted, but more participants agreed that it was not present in the commercial.

Table 24 – Main Body
Commercial 24 Susan G. Komen Walk

	Yes		No		<i>n</i>	<i>M</i>	<i>SD</i>
	<i>f</i>	%	<i>f</i>	%			
Sex	0	0.0	5	100.0	--	--	--
Love					--	--	--
Romance					--	--	--
Seduction					--	--	--
Achievement	2	40.0	3	60.0	2	3.75	0.35
Determination					2	4.00	0.00
Successfulness					2	3.00	0.00
Accomplishment					2	4.00	0.00
Fulfillment					2	4.00	1.41
Fantasy	0	0.0	5	100.0	--	--	--
Luxury					--	--	--
Pricelessness					--	--	--
Imaginative					--	--	--
Outrage	0	0.0	5	100.0	--	--	--
Shock					--	--	--
Anger					--	--	--
Disgust					--	--	--
Fury					--	--	--
Spectacle	1	20.0	4	80.0	1	2.67	0.00
Uniqueness					1	2.00	0.00
Spectacular					1	3.00	0.00
Performance					1	3.00	0.00
Humor	1	20.0	4	80.0	1	3.00	0.00
Funny					1	3.00	0.00
Amusing					1	4.00	0.00
Comical					1	2.00	0.00
Rescue	4	80.0	1	20.0	4	4.00	0.82
Save					4	3.75	0.96
Community					4	4.75	0.50
Heroism					4	3.50	1.29
Injustice	0	0.0	5	100.0	--	--	--
Unfair					--	--	--
Unjust					--	--	--
Inequality					--	--	--
Money	0	0.0	5	100.0	--	--	--
Contest					--	--	--
Lottery					--	--	--
Ability to win					--	--	--
Patriotism	4	80.0	1	20.0	4	4.58	0.42
Pride					4	4.50	1.00
Affection					4	4.50	0.58
Community					4	4.75	0.50
Scandal	0	0.0	5	100.0	--	--	--
Shame					--	--	--
Unethical					--	--	--
Disgrace					--	--	--

In commercial twenty five, three of the eleven elements were noted by participants. Achievement met the criteria because it had a mean score of 4.25. Rescue met the criteria because it had a mean of 4.00. Patriotism met the criteria because it had a mean score of 3.00, but more participants agreed that it was not present in the commercial.

Table 25– Main Body
Commercial 25 BP Oil Spokesperson on the Beach

	Yes		No		<i>n</i>	<i>M</i>	<i>SD</i>
	<i>f</i>	%	<i>f</i>	%			
Sex	0	0.0	4	100.0	--	--	--
Love					--	--	--
Romance					--	--	--
Seduction					--	--	--
Achievement	3	75.0	1	25.0	3	4.25	0.66
Determination					3	4.00	1.00
Successfulness					3	4.33	1.16
Accomplishment					3	4.33	0.58
Fulfillment					3	4.33	1.16
Fantasy	0	0.0	4	100.0	--	--	--
Luxury					--	--	--
Pricelessness					--	--	--
Imaginative					--	--	--
Outrage	0	0.0	4	100.0	--	--	--
Shock					--	--	--
Anger					--	--	--
Disgust					--	--	--
Fury					--	--	--
Spectacle	0	0.0	4	100.0	--	--	--
Uniqueness					--	--	--
Spectacular					--	--	--
Performance					--	--	--
Humor	0	0.0	4	100.0	--	--	--
Funny					--	--	--
Amusing					--	--	--
Comical					--	--	--
Rescue	3	75.0	1	25.0	3	4.00	1.00
Save					3	4.33	0.58
Community					3	4.00	1.00
Heroism					2	3.50	2.12
Injustice	0	0.0	4	100.0	--	--	--
Unfair					--	--	--
Unjust					--	--	--
Inequality					--	--	--
Money	0	0.0	4	100.0	--	--	--
Contest					--	--	--
Lottery					--	--	--
Ability to win					--	--	--
Patriotism	1	25.0	3	75.0	1	3.00	0.00
Pride					1	2.00	0.00
Affection					1	2.00	0.00
Community					1	5.00	0.00
Scandal	0	0.0	4	100.0	--	--	--
Shame					--	--	--
Unethical					--	--	--
Disgrace					--	--	--

In commercial twenty six, five of the eleven elements were noted by participants. Outrage met the criteria because it had a mean score of 3.85. Rescue met the criteria because it had a mean of 3.00, but more participants agreed that it was not present in the commercial. Scandal met the criteria because it had a mean score of 4.67, but more participants agreed that it was not present in the commercial. Although injustice was noted, half of the participants agreed that it was present in the commercial and half of the participants agreed that it was not present in the commercial. Money was noted but, more participants agreed that it was not present in the commercial.

Table 26 – Main Body
Commercial 26 Shell Oil Fires

	Yes		No		<i>n</i>	<i>M</i>	<i>SD</i>
	<i>f</i>	%	<i>f</i>	%			
Sex	0	0.0	6	100.0	--	--	--
Love					--	--	--
Romance					--	--	--
Seduction					--	--	--
Achievement	0	0.0	6	100.0	--	--	--
Determination					--	--	--
Successfulness					--	--	--
Accomplishment					--	--	--
Fulfillment					--	--	--
Fantasy	0	0.0	6	100.0	--	--	--
Luxury					--	--	--
Pricelessness					--	--	--
Imaginative					--	--	--
Outrage	5	83.3	1	16.7	5	3.85	0.72
Shock					5	3.40	1.14
Anger					5	3.80	1.30
Disgust					5	4.60	0.55
Fury					5	3.60	1.14
Spectacle	0	0.0	6	100.0	--	--	--
Uniqueness					--	--	--
Spectacular					--	--	--
Performance					--	--	--
Humor	0	0.0	6	100.0	--	--	--
Funny					--	--	--
Amusing					--	--	--
Comical					--	--	--
Rescue	1	16.7	5	83.3	1	3.00	0.00
Save					1	5.00	0.00
Community					1	3.00	0.00
Heroism					1	1.00	0.00
Injustice	3	50.0	3	50.0	3	3.33	0.33
Unfair					3	4.00	1.00
Unjust					3	4.67	0.58
Inequality					3	1.33	0.58
Money	1	16.7	5	83.3	1	1.00	0.00
Contest					1	1.00	0.00
Lottery					1	1.00	0.00
Ability to win					1	1.00	0.00
Patriotism	0	0.0	6	100.0	--	--	--
Pride					--	--	--
Affection					--	--	--
Community					--	--	--
Scandal	2	33.3	4	66.7	2	4.67	0.00
Shame					2	4.50	0.71
Unethical					2	5.00	0.00
Disgrace					2	4.50	0.71

In commercial twenty seven, four of the eleven elements were noted by participants. More participants agreed that outrage and scandal were present in the commercial however, their mean scores did not meet the criteria to determine if an element was present. Injustice was noted but half of the participants agreed that it was present in the commercial and half of the participants agreed that it was not present in the commercial. Rescue was not but, more participants agreed that it was not present in the commercial.

Table 27 – Main Body
Commercial 27 Zolof Birth Defects

	Yes		No		<i>n</i>	<i>M</i>	<i>SD</i>
	<i>f</i>	%	<i>f</i>	%			
Sex	0	0.0	4	100.0	--	--	--
Love					--	--	--
Romance					--	--	--
Seduction					--	--	--
Achievement	0	0.0	4	100.0	--	--	--
Determination					--	--	--
Successfulness					--	--	--
Accomplishment					--	--	--
Fulfillment					--	--	--
Fantasy	0	0.0	4	100.0	--	--	--
Luxury					--	--	--
Pricelessness					--	--	--
Imaginative					--	--	--
Outrage	4	100.0	0	0.0	4	2.69	0.72
Shock					4	3.50	0.58
Anger					4	2.75	0.96
Disgust					4	2.50	1.29
Fury					4	2.00	0.82
Spectacle	0	0.	4	100.0	--	--	--
Uniqueness					--	--	--
Spectacular					--	--	--
Performance					--	--	--
Humor	0	0.0	4	100.0	--	--	--
Funny					--	--	--
Amusing					--	--	--
Comical					--	--	--
Rescue	1	25.0	3	75.0	1	3.00	0.00
Save					1	5.00	0.00
Community					1	3.00	0.00
Heroism					1	1.00	0.00
Injustice	2	50.0	2	50.0	2	3.67	0.94
Unfair					2	4.50	0.71
Unjust					2	4.50	0.71
Inequality					2	2.00	1.41
Money	0	0.0	4	100.0	--	--	--
Contest					--	--	--
Lottery					--	--	--
Ability to win					--	--	--
Patriotism	0	0.0	4	100.0	--	--	--
Pride					--	--	--
Affection					--	--	--
Community					--	--	--
Scandal	3	75.0	1	25.0	3	2.89	0.84
Shame					3	2.67	0.58
Unethical					3	3.67	1.53
Disgrace					3	2.33	0.58

In commercial twenty eight, six of the eleven elements were noted by participants. Sex met the criteria because it had a mean score of 3.20. Humor met the criteria because it had a mean score of 3.87. Fantasy was noted but half of the participants agreed that it was present in the commercial and half of the participants agreed that it was not present in the commercial. Achievement met the criteria because it had a mean score of 3.75, but more participants agree that it was not present in the commercial. Spectacle met the criteria because it had a mean score 3.50, but more participants agreed that it was not present in the commercial. Outrage was noted, but more participants agreed that it was not present in the commercial.

Table 28 – Main Body
Commercial 28 Axe on the Beach

	Yes		No		<i>n</i>	<i>M</i>	<i>SD</i>
	<i>f</i>	%	<i>f</i>	%			
Sex	5	83.3	1	16.7	5	3.20	1.04
Love					4	2.50	1.73
Romance					4	2.50	1.73
Seduction					5	4.40	0.89
Achievement	1	16.7	5	83.3	1	3.75	0.00
Determination					1	3.00	0.00
Successfulness					1	4.00	0.00
Accomplishment					1	4.00	0.00
Fulfillment					1	4.00	0.00
Fantasy	3	50.0	3	50.0	3	3.11	1.02
Luxury					3	2.67	1.53
Pricelessness					3	2.67	1.53
Imaginative					3	4.00	0.00
Outrage	1	16.7	5	83.3	1	1.75	0.00
Shock					1	4.00	0.00
Anger					1	1.00	0.00
Disgust					1	1.00	0.00
Fury					1	1.00	0.00
Spectacle	1	16.7	5	83.3	1	3.50	0.00
Uniqueness					1	4.00	0.00
Spectacular					0.00	0.00	0.00
Performance					1	3.00	0.00
Humor	5	83.3	1	16.7	5	3.87	0.38
Funny					5	4.00	0.00
Amusing					5	4.20	0.45
Comical					5	3.40	0.89
Rescue	0	0.0	6	100.0	--	--	--
Save					--	--	--
Community					--	--	--
Heroism					--	--	--
Injustice	0	0.0	6	100.0	--	--	--
Unfair					--	--	--
Unjust					--	--	--
Inequality					--	--	--
Money	0	0.0	6	100.0	--	--	--
Contest					--	--	--
Lottery					--	--	--
Ability to win					--	--	--
Patriotism	0	0.0	6	100.0	--	--	--
Pride					--	--	--
Affection					--	--	--
Community					--	--	--
Scandal	0	0.0	6	100.0	--	--	--
Shame					--	--	--
Unethical					--	--	--
Disgrace					--	--	--

In commercial twenty nine, four of the eleven elements were noted by participants. Sex met the criteria because it had a mean score of 3.73. Fantasy met the criteria because it had a mean score of 4.11. Humor met the criteria because it had a mean score of 3.75. Spectacle met the criteria because it had a mean score of 4.67, but more participants agree that it was not present in the commercial..

Table 29 – Main Body
Commercial 29 Kraft Salad Dressing

	Yes		No		<i>n</i>	<i>M</i>	<i>SD</i>
	<i>f</i>	%	<i>f</i>	%			
Sex	5	100.0	0	0.0	5	3.73	1.40
Love					5	3.00	1.58
Romance					5	3.80	1.64
Seduction					5	4.40	1.34
Achievement	0	0.0	5	100.0	--	--	--
Determination					--	--	--
Successfulness					--	--	--
Accomplishment					--	--	--
Fulfillment					--	--	--
Fantasy	3	60.0	2	40.0	3	4.11	1.02
Luxury					2	3.00	1.41
Pricelessness					2	3.00	1.41
Imaginative					3	5.00	0.00
Outrage	0	0.0	5	100.0	--	--	--
Shock					--	--	--
Anger					--	--	--
Disgust					--	--	--
Fury					--	--	--
Spectacle	1	20.0	4	80.0	1	4.67	0.00
Uniqueness					1	4.00	0.00
Spectacular					1	5.00	0.00
Performance					1	5.00	0.00
Humor	4	80.0	1	20.0	4	3.75	0.83
Funny					4	4.00	0.82
Amusing					4	4.00	0.82
Comical					4	3.25	1.50
Rescue	0	0.0	5	100.0	--	--	--
Save					--	--	--
Community					--	--	--
Heroism					--	--	--
Injustice	0	0.0	5	100.0	--	--	--
Unfair					--	--	--
Unjust					--	--	--
Inequality					--	--	--
Money	0	0.0	5	100.0	--	--	--
Contest					--	--	--
Lottery					--	--	--
Ability to win					--	--	--
Patriotism	0	0.0	5	100.0	--	--	--
Pride					--	--	--
Affection					--	--	--
Community					--	--	--
Scandal	0	0.0	5	100.0	--	--	--
Shame					--	--	--
Unethical					--	--	--
Disgrace					--	--	--

In commercial thirty, six of the eleven elements were noted by participants. Sex met the criteria because it had a mean score of 3.00. Fantasy met the criteria because it had a mean score of 3.58. Achievement met the criteria because it had a mean score of 3.00, but more participants agree that it was not present in the commercial. Spectacle met the criteria because it had a mean score of 4.33, but more participants agree that it was not present in the commercial. Money met the criteria because it had a mean score of 5.00, but more participants agree that it was not present in the commercial. Scandal was noted, however more participants agreed that it was not present in the commercial.

Table 30 – Main Body
Commercial 30 Victoria Secret

	Yes		No		<i>n</i>	<i>M</i>	<i>SD</i>
	<i>f</i>	%	<i>f</i>	%			
Sex	5	83.3	1	16.7	5	3.00	0.78
Love					5	2.20	1.30
Romance					5	1.80	1.10
Seduction					5	5.00	0.0
Achievement	1	16.7	5	83.3	1	3.00	0.00
Determination					1	1.00	0.00
Successfulness					1	5.00	0.00
Accomplishment					1	1.00	0.00
Fulfillment					1	5.00	0.00
Fantasy	4	66.7	2	33.3	4	3.58	0.57
Luxury					4	4.25	0.96
Pricelessness					4	2.75	0.50
Imaginative					4	3.75	0.96
Outrage	0	0.0	6	100.0	--	--	--
Shock					--	--	--
Anger					--	--	--
Disgust					--	--	--
Fury					--	--	--
Spectacle	1	16.7	5	83.3	1	4.33	0.00
Uniqueness					1	3.00	0.00
Spectacular					1	5.00	0.00
Performance					1	5.00	0.00
Humor	0	0.0	6	100.0	--	--	--
Funny					--	--	--
Amusing					--	--	--
Comical					--	--	--
Rescue	0	0.0	6	100.0	--	--	--
Save					--	--	--
Community					--	--	--
Heroism					--	--	--
Injustice	0	0.0	6	100.0	--	--	--
Unfair					--	--	--
Unjust					--	--	--
Inequality					--	--	--
Money	1	16.7	5	83.3	1	5.00	0.00
Contest					1	5.00	0.00
Lottery					0.00	0.00	0.00
Ability to win					0.00	0.00	0.00
Patriotism	0	0.0	6	100.0	--	--	--
Pride					--	--	--
Affection					--	--	--
Community					--	--	--
Scandal	1	16.7	5	83.3	1	2.33	0.00
Shame					1	2.00	0.00
Unethical					1	3.00	0.00
Disgrace					1	2.00	0.00

In commercial thirty one, five of the eleven elements were noted by participants. Spectacle met the criteria because it had a mean score of 3.56. Humor met the criteria because it had a mean score of 3.94. Achievement met the criteria because it had a mean score of 3.63, but more participants agree that it was not present in the commercial. Fantasy met the criteria because it had a mean score of 3.33, but more participants agree that it was not present in the commercial. Sex was noted but more participants agreed that it was not present in the commercial.

Table 31– Main Body
Commercial 31 Kia Soul Hamsters

	Yes		No		<i>n</i>	<i>M</i>	<i>SD</i>
	<i>f</i>	%	<i>f</i>	%			
Sex	3	50.0	3	50.0	3	2.00	0.58
Love					3	1.33	0.58
Romance					3	1.33	0.58
Seduction					3	3.33	0.58
Achievement	2	33.3	4	66.7	2	3.63	0.53
Determination					2	3.50	0.71
Successfulness					2	4.50	0.71
Accomplishment					2	4.00	0.00
Fulfillment					2	2.50	0.71
Fantasy	2	33.3	4	66.7	2	3.33	0.47
Luxury					2	3.00	1.41
Pricelessness					1	2.00	0.00
Imaginative					2	4.50	0.71
Outrage	0	0.0	6	100.0	--	--	--
Shock					--	--	--
Anger					--	--	--
Disgust					--	--	--
Fury					--	--	--
Spectacle	3	50.0	3	50.0	3	3.56	1.07
Uniqueness					3	4.33	0.58
Spectacular					3	3.00	1.00
Performance					3	3.33	2.08
Humor	6	100.0	0	0.0	6	3.94	1.10
Funny					6	3.83	0.98
Amusing					6	4.00	1.27
Comical					6	4.00	1.27
Rescue	0	0.0	6	100.0	--	--	--
Save					--	--	--
Community					--	--	--
Heroism					--	--	--
Injustice	0	0.0	6	100.0	--	--	--
Unfair					--	--	--
Unjust					--	--	--
Inequality					--	--	--
Money	0	0.0	6	100.0	--	--	--
Contest					--	--	--
Lottery					--	--	--
Ability to win					--	--	--
Patriotism	0	0.0	6	100.0	--	--	--
Pride					--	--	--
Affection					--	--	--
Community					--	--	--
Scandal	0	0.0	6	100.0	--	--	--
Shame					--	--	--
Unethical					--	--	--
Disgrace					--	--	--

In commercial thirty two, four of the eleven elements were noted by participants. Achievement met the criteria because it had a mean score of 4.38, but more participants agreed that it was not present in the commercial. Fantasy met the criteria because it had a mean score of 3.33, but more participants agree that it was not present in the commercial. Spectacle met the criteria because it had a mean score of 4.33, but more participants agree that it was not present in the commercial. Rescue was noted, but more participants agreed that it was not present in the commercial.

Table 32 – Main Body
Commercial 32 Nolan's Cheddar

	Yes		No		<i>n</i>	<i>M</i>	<i>SD</i>
	<i>f</i>	%	<i>f</i>	%			
Sex	0	0.0	7	100.0	--	--	--
Love					--	--	--
Romance					--	--	--
Seduction					--	--	--
Achievement	2	28.6	5	71.4	2	4.38	0.88
Determination					2	4.50	0.71
Successfulness					2	4.50	0.71
Accomplishment					2	4.00	1.41
Fulfillment					2	4.50	0.71
Fantasy	1	14.3	6	85.7	1	3.33	0.00
Luxury					1	2.00	0.00
Pricelessness					1	3.00	0.00
Imaginative					1	5.00	0.00
Outrage	0	0.0	7	100.0	--	--	--
Shock					--	--	--
Anger					--	--	--
Disgust					--	--	--
Fury					--	--	--
Spectacle	2	28.6	5	71.4	2	4.33	0.94
Uniqueness					2	5.00	0.00
Spectacular					2	4.00	1.41
Performance					2	4.00	1.41
Humor	0	0.0	7	100.0	7	4.57	0.79
Funny					7	4.43	1.13
Amusing					7	4.71	0.49
Comical					7	4.57	0.79
Rescue	1	14.3	6	85.7	1	2.00	0.00
Save					1	4.00	0.00
Community					1	1.00	0.00
Heroism					1	1.00	0.00
Injustice	0	0.0	7	100.0	--	--	--
Unfair					--	--	--
Unjust					--	--	--
Inequality					--	--	--
Money	0	0.0	7	100.0	--	--	--
Contest					--	--	--
Lottery					--	--	--
Ability to win					--	--	--
Patriotism	0	0.0	7	100.0	--	--	--
Pride					--	--	--
Affection					--	--	--
Community					--	--	--
Scandal	0	0.0	7	100.0	--	--	--
Shame					--	--	--
Unethical					--	--	--
Disgrace					--	--	--

In commercial thirty three, seven of the eleven elements were noted by participants. Fantasy met the criteria because it had a mean score of 3.50. Spectacle met the criteria because it had a mean score of 4.73. Achievement met the criteria because it had a mean score of 3.75, but more participants agree that it was not present in the commercial. Sex, outrage, humor and money were all noted, but more participants agreed that these elements were not present in the commercial.

Table 33 – Main Body
Commercial 33 Cirque de Soleil

	Yes		No		<i>n</i>	<i>M</i>	<i>SD</i>
	<i>f</i>	%	<i>f</i>	%			
Sex	2	28.6	5	71.4	2	1.67	0.47
Love					2	1.00	0.00
Romance					2	1.00	0.00
Seduction					2	3.00	1.41
Achievement	1	14.3	6	86.7	1	3.75	0.00
Determination					1	4.00	0.00
Successfulness					1	4.00	0.00
Accomplishment					1	4.00	0.00
Fulfillment					1	3.00	0.00
Fantasy	6	85.7	1	14.3	6	3.50	0.62
Luxury					6	2.67	1.21
Pricelessness					6	2.83	1.33
Imaginative					6	5.00	0.00
Outrage	1	14.3	6	85.7	1	1.50	0.00
Shock					1	3.00	0.00
Anger					1	1.00	0.00
Disgust					1	1.00	0.00
Fury					1	1.00	0.00
Spectacle	5	71.4	2	28.6	5	4.73	0.37
Uniqueness					5	4.40	0.89
Spectacular					5	4.80	0.45
Performance					5	5.00	0.00
Humor	1	14.3	6	85.7	1	2.33	0.00
Funny					1	1.00	0.00
Amusing					1	5.00	0.00
Comical					1	1.00	0.00
Rescue	0	0.0	7	100.0	--	--	--
Save					--	--	--
Community					--	--	--
Heroism					--	--	--
Injustice	0	0.0	7	100.0	--	--	--
Unfair					--	--	--
Unjust					--	--	--
Inequality					--	--	--
Money	1	14.3	6	85.7	1	1.67	0.00
Contest					1	2.00	0.00
Lottery					1	1.00	0.00
Ability to win					1	2.00	0.00
Patriotism	0	0.0	7	100.0	--	--	--
Pride					--	--	--
Affection					--	--	--
Community					--	--	--
Scandal	0	0.0	7	100.0	--	--	--
Shame					--	--	--
Unethical					--	--	--
Disgrace					--	--	--

CHAPTER V

DISCUSSION

The purpose of this study was to identify TCI elements in television advertisements and the level of each element in television advertisements. Despite TCI's widespread adoption (Geller, 2011), no apparent empirical studies had tested or investigated the elements associated with TCI. Therefore, this study may be used as a foundation for further research on TCI.

Research Objective One

The purpose of research objective one was to identify television commercials depicting elements of TCI elements, using content analysis. Through this objective, we established inter-coder reliability. Working separately, we each identified television commercials we thought fit each TCI element and individually rated them. Afterward, we reconciled the commercial sets to determine the 33 commercials we used in objective four of this study.

An obvious limitation of this study is the number of television commercials reviewed and selected. Therefore, additional television commercials should be reviewed using the metrics developed in this study to further test and refine the understanding of consumer interest. Further, conducting focus groups of Millennials may assist in the selection of additional commercials. It is difficult to ascertain an understanding of the underlying causation or "why?" questions through a content analysis (Bryman, 2012). Conducting focus groups with Millennials may provide an additional basis for selecting commercials, and better address the question, why do Millennials perceive a television commercial a particular way?

Research Objective Two

The purpose of research objective two was to develop an instrument that measures TCI elements in television commercials.

For future research, we suggest the quantitative instrument is improved to gain more transparency. Face validity was addressed in the quantitative instrument by separating the first unit with a blue box and adjacently placing the second unit. Although we clearly separated each unit on the instrument, a set of instructions on the instrument may have been beneficial in decreasing the amount of participant questions. Additionally, this stage of the study was limited by not having a set of instructions on the instrument to describe the proper marking instructions or how to complete the two instrument units.

We also recommend improving the quality of the descriptive words in the second unit. In the first research objective, we suggested conducting focus groups to aid in the selection of commercials. During this process we recommend asking the focus groups to define each element in TCI. Although, described by Gellar (2011), having the Millennial focus groups define each element will assist in better quality descriptive words on the quantitative instrument.

The quantitative instrument may also be better suited as a web-based form using the logic features (if – then) incorporated into Qualtrics or other web-based survey systems. Participants may feel more comfortable while answering questions on the instrument if it is already on the same iPad on which they are viewing commercials. If the participants feel more comfortable

while answering questions, they may become more engaged in the study and provide better quality answers.

Research Objective Three

The purpose of the third objective was to pilot test the reliability of the measures of TCI elements' presence in the selected commercials. During objective three, we found that the participants supplied better feedback when they physically held the iPad. This meant that the participant was comfortable in the environment and was more willing to supply deeper, more thoughtful feedback.

For future research, we recommend conducting test-retest reliability analyses for each new commercial tested. Time constraints did not allow us to do this for this study; however, a test-retest would likely increase researchers' confidence in stability of the elements (reliability).

Research Objective Four

The purpose of research objective four was to describe the presence of TCI elements in the commercials selected in objective one. Ideally, each element would have equal representation within the context of our study however, this study is merely a foundation for future research. In future research, equal representation of TCI elements would lend to a better sense of reliability and in this we admit fault.

In the commercials that incorporated social marketing, parts of the participants noted that emotional connections were made. However, it should be noted that a commercial that offers a positive emotional reaction can still lack brand recognition. The qualitative responses suggested

many commercials caused participants to experience a particular emotion; however, they did not initially realize that the commercial was attempting to market or sell something. In some cases this was a limitation because participants did not understand the underlying meaning or message of some commercials and were confused at times.

After watching a commercial for Guinness beer in which a group of men in wheelchairs play basketball, one of the participants is quoted as saying, “Pulls at your heart but, I don’t remember what to buy.” This offered the conclusion that although a commercial may provide an emotional reaction or establish an emotional connection, the viewer may not associate the commercial with its advertiser.

The concepts of personal and behavioral determinants were further analyzed when sorting through the qualitative data. The quantitative data verified that the participants perceived a strong sense of the patriotism and spectacle elements in the Guinness commercial. In the content analysis, we chose this commercial to represent achievement. Although, achievement was one of the elements perceived in this commercial, the two unexpected elements perceived can be explained by the participant’s personal determinants. All of the participants are old enough to have experienced some aspect of the war leading us to infer that the Guinness commercial caused some participants to assume that the men in wheelchairs were veterans. In this example, the participant’s personal determinants influenced TCI elements perceived; thus, influencing whether they wished to purchase or, in this case, recognize the product.

Throughout the duration of this study, many findings emerged that should be considered for industry practice. The data showed that the participants rarely identified only one TCI element in the commercials. This finding should be utilized by advertisers to better target the Millennial generation. When creating television commercials, advertisers should integrate more than one consumer interest element. As the findings indicated, Millennial participants rarely identified only one consumer interest element. Therefore, by integrating the most prominent elements, advertisers may be more likely to stimulate Millennials' interest.

When further investigating TCI, we suggest that Millennial focus groups are conducted to explore other commercials that would be suitable for this study. Future studies would also benefit from a test-retest scenario to establish another measure of reliability.

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APPENDIX

Double sided, two-staged scannable instrument

Side A

Please list the last four digits of your
 UIN:

Video Number:

		Not At All				Very
<input type="radio"/>	Sex	Romance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
		Love	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
		Seduction	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	Achievement	Determination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
		Successfulness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
		Accomplishment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
		Fulfillment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	Fantasy	Luxury	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
		Pricelessness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
		Imaginative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	Outrage	Shock	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
		Anger	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
		Disgust	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
		Fury	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	Spectacle	Uniqueness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
		Spectacular	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
		Performance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Double sided, two-staged scannable instrument

Side B

		Not At All				Very
<input type="radio"/>	Humor	Funny	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
		Amusing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
		Comical	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	Rescue	Save	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
		Community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
		Heroism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	Injustice	Unfair	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
		Unjustness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
		Inequality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	Money	Contest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
		Lottery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
		Ability to Win	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	Patriotism	Pride	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
		Affection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
		Community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	Scandal	Shame	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
		Unethical	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
		Diagrace	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>